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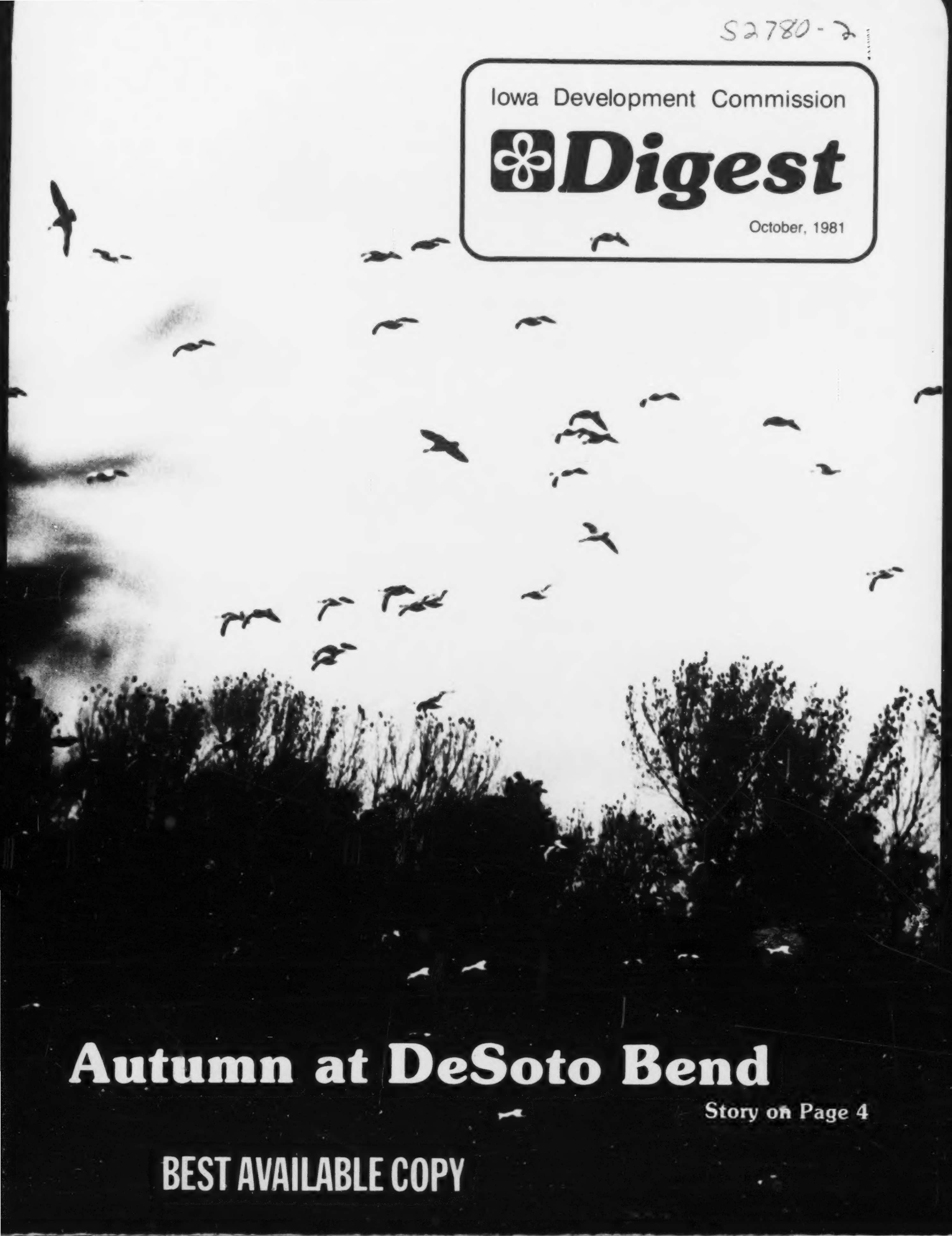
Iowa Development Commission

Digest

October, 1981



Autumn at DeSoto Bend

Story on Page 4

BEST AVAILABLE COPY

AVAILABLE BUILDINGS

Call 515-281-3921

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Dubuque	Wholesaling
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
12,000	Spencer	Wholesaling
13,852	Waterloo	Manufacturing
14,000	Des Moines	Warehousing
15,750	Hanlontown	Sales/Service
19,200	Waterloo	Manufacturing
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Algona	Lt. Manufacturing
26,292	Mason City	Manufacturing
27,500	Marion	Spec Building (new)
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
30,000	Cedar Falls	Warehousing
33,100	Eldora	Mfg./Warehousing
33,600	Sioux City	Manufacturing
34,000	Cedar Rapids	Spec Building (new)
35,626	Marshalltown	Construction (7 Bldgs.)
38,200	Dubuque	Manufacturing
42,900	Ames	Lt. Manufacturing
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
55,200	Des Moines	Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
65,871	Keosauqua	Manufacturing
66,000	Council Bluffs	Process/Whse. (4 Bldgs.)
70,766	Forest City	Lt. Mfg. (3 Bldgs.)
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
81,824	Muscatine	Lt. Mfg./Warehousing
97,000 (2 at this size)	Cedar Rapids	Spec Buildings (new)
128,000	Newton	Manufacturing
159,336	Mason City	Mfg./Warehousing
202,300	Sigourney	Manufacturing (3 Bldgs.)
285,000	Maquoketa	Manufacturing

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call the telephone number listed above.

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated on communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries, according to the IDC's Industrial Development Division. But the number of available buildings is still inadequate.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Development staff. It just might be the most important call you can make for your community's sake. ◆

ICB energy awards

The Iowa Blue Flame Gas Association surprised the Iowa Development Commission's Iowa Community Betterment staff with an announcement that the association is making $3,000 in awards available to recognize 1981 Community Betterment projects involving energy conservation.

ICB Director Paul Comer said 25 Iowa communities are being considered for part of the new energy award money.

The 25 communities are: Blencoe, Clearfield, Decorah, Dewitt, Elberon, Eldora, Ellston, Fort Dodge, Garden Grove, Hartley, Hedrick, Laurens, Lovilia, Menlo, Murray, Parkersburg, Parnell, Riverside, Rock Rapids, Schleswig, Sioux Center, Titonka, Wadena, Waukon and Southeast Neighborhood, Des Moines.

The Iowa Blue Flame Gas Association includes Michigan Wisconsin Pipe Line Company, Natural Gas Pipeline Company of America and Northern Natural Gas Company.

Fairs boost world trade

The International Division of the Iowa Development Commission can provide more detailed information on the following trade exhibitions as well as a list of other foreign trade shows. Contact the Iowa Development Commission, International Division, 250 Jewett Building, Des Moines, Iowa 50309, telephone 515/281-3585.

EXPO-AGRICOLA '82

Because of Mexico's rapidly growing market for agricultural machinery and related equipment, the United States Trade Center in Mexico is planning "EXPO-AGRICOLA '82" which will be staged in Veracruz, April 15-18, 1982 in the Veracruz fairgrounds.

The market for agricultural machinery and ag-related equipment in Mexico grew an average of 43 percent between 1978 and 1980, due largely to a combination of a booming economy and to the official recognition of the agricultural sector as one of the key weak areas in the economy. The total market in 1980 was estimated at nearly US$847 million. A 34 percent increase is forecast for 1981 and a 20 percent average growth is expected for the 1981-1985 period.

Participation in the agricultural machinery and equipment exhibition is limited to distributors and manufacturers of U.S. agricultural machinery and related equipment. The U.S. Trade Center said that past experiences show that space will not be available for all who wish to participate in the exhibition and space will be confirmed on a first-come, first-served basis.

For more information on "EXPO-AGRICOLA '82" contact Charles B. Crowley, Project Manager, U.S. Trade Center, Liverpool No. 31, Mexico D.F. 06600, telephone 905/591-0155, telex 01773471.

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HANOVER FAIR '82

Every April, at Hanover, West Germany, the industrial world is provided with a business arena where international trade agreements totaling millions of dollars are negotiated and finalized.

Last year, nearly 600,000 professionals from 110 nations visited the Hanover Fair, the world's biggest industrial show.

"Whether exhibitors or visitors, American companies have nothing to lose and everything to gain through their participation at the fairs," according to fair promoter M. A. Delia. "Visiting Hanover is an inexpensive way of learning about new technology, ideas and markets and seeing where opportunities for creation of new business exist elsewhere in the world, thus making it possible to establish new business contacts and pick up new distributorships."

The exhibit categories at Hanover include nine major industrial areas: office and data processing technology, electrical engineering and electronics, power machinery, plant engineering, factory equipment, traffic installations and transportation, construction, custom manufacturing and research and technology.

CHINA/BUILD '82

China's first international construction and mining equipment exhibition, China/Build '82 is scheduled for the Tianjin Exhibition Center April 27 - May 6, 1982. Clapp & Poliak International, a division of Clapp & Poliak, Inc., is the sponsor and organizer of China/Build '82.

The Chinese Ministries and Corporations responsible for the importing of construction and mining equipment and materials have endorsed the exhibition and the marketing plan for China/Build '82.

"The '80s will be a formative decade during which China's taste for technological consumption will continue to build upon the rapid growth of the late '70s," according to Clapp & Poliak. "The Period of Readjustment has brought positive new directions to the Chinese plans for modernization."

Tianjin, the site of the exhibition, is 120 kilometers southeast of Beijing. It is China's third largest city and second largest port. In addition, the city lies at the center of major sources of coal, natural gas, petroleum and geothermal power. Finally, Tianjin was widely damaged in the 1976 earthquake and current plans are to rebuild Tianjin as the focal point and showcase of the Chinese modernization — the national example of the new China.

For information on China/Build '82 contact: Exhibition Management, Clapp & Poliak International, 7315 Wisconsin Avenue, Washington, D.C. 20014, telephone 301/657-3090, telex 908727 (CPI BHDA) or cable CPINT WASHDC.

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Hanover Fair '82
April 21-28
Hanover, West Germany

Also, for the first time, the 1982 Hanover Fair will include a U.S. pavillion, sponsored by the U.S. Department of Commerce.

To help answer questions, the Hanover Trade Fair organization has opened information centers in the U.S.

"Our purpose is to inform American decision makers about the tremendous business opportunities available to exhibitors and/or visitors at the Hanover Fairs and to encourage participation of American companies at the fairs," according to Hanover officials.

The Hanover Fairs Information Centers have a toll free number, 800/527-5978. The address for the midwest office is 77 East Monroe Street, Chicago, Illinois 60603, telephone 312/236-3842.

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DeSoto National Wildlife Refuge

Thousands of ducks and geese make

Blazing bands of color mixed with the muted browns and golds of freshly-harvested fields line both shores of the swift Missouri River, creating the fall spectacular to which one never becomes entirely accustomed.

Western Iowa has again become the temporary home for up to a half million geese and ducks that succumb to nature's message to abandon lands blanketed in fall color before that blanket turns to one of snow. Hundreds of thousands of waterfowl stop in the DeSoto Bend area for a few days or weeks, especially during October and November, creating an exhibition for human visitors.

To preserve the area for waterfowl and to reserve an area for Midwesterners to experience the annual duck and goose invasion, in 1959 the U.S. Fish and Wildlife Service designated a 7,800 acre plot just north of the Omaha/Council Bluffs area as the DeSoto National Wildlife Refuge. The area is rich in history as well as wildlife, and a visitor center costing nearly $5 million was recently opened to serve as a wildlife interpretive center and museum.

White man's first documented entry into this section of the Missouri River Valley was when Lewis and Clark traveled through the area looking for a land route to the Pacific. According to U.S. Fish and Wildlife Service information, the explorers' August 3, 1804 journal entry describes the party's historic meeting with American Indians at the "council-bluff," after which the party set sail in the afternoon and camped five miles upstream. If they gauged their distance accurately, this encampment would have been on or near the present refuge. Although the river has changed its channel many times since, the Lewis and Clark campsite was probably located just below the river loop called DeSoto Bend. Clark's journal notes an abundance of wildlife in the area including the expedition's first observation of a badger and "great numbers of wild geese."

By the mid-1800s the Missouri River had become an artery for trade which opened the West. Steamboats carried supplies to the early fur trading posts, frontier settlements and mining towns. But the turbulent, snag-strewn "Big Muddy" took its toll of the early stern and side-wheelers.

The opening of the DeSoto National Wildlife Refuge Visitor Center represents the culmination of a series of historical events which began more than 114 years ago. On April 1, 1865, the steamboat Bertrand, on its way to Fort Benton, Montana, from St. Louis, struck a snag at DeSoto Bend and sank; its hold filled with foodstuffs, clothing, mining and agricultural tools, and supplies for Montana Territory pioneers. The bulk of the cargo was found in nearly perfect condition 103 years later when two Omaha men, Sam Corbino and Jesse Pursell, unearthed the Bertrand's hull.

Since 1969, the Fish and Wildlife Service and the National Park Service have cooperated in extensive efforts to clean, chemically stabilize and catalog the thousands of artifacts recovered from the sunken Bertrand. These artifacts are now on display at the new DeSoto Visitor Center. The sodbusting plows, lead shot, howitzer shells, harnesses, broad-brimmed felt hats, pick axes, shovels and other items were tools used to change the character of the Missouri River Basin, its American Indian life and its wildlife. In the hands of hardy pioneers, these tools were instruments used to tame the land and harvest its resources.

"The theme of the center's exhibits stresses the positive and negative impacts that western man has had on the wildlife and wildlands of the Missouri River Basin," according to DeSoto National Wildlife Refuge Manager George Gage. "Changes brought by the Bertrand, and other forces which advanced western civilization, are certainly a major reason why DeSoto was created as one of more than 400 national wildlife refuges. Many of the artifacts found among the Bertrand's cargo were used by settlers, farmers and miners to reshape the American West."

Vast changes have taken place in the Missouri River Valley since settlement in the early 1800s. Land clearing, drainage projects, river channelization and flood control measures during the past 150 years have transformed the Missouri River floodplain from diverse wildlife habitat to fertile farmland in both Iowa and Nebraska. DeSoto is one part of a network of refuges devoted to preserving and restoring increasingly scarce habitat for migratory waterfowl and other wildlife.

DeSoto's primary wildlife management role is to serve as a stopover for migrating ducks and geese. During typical years, 140,000 snow and blue geese feed on the refuge during their fall migration between the Arctic nesting grounds and the Gulf Coast wintering areas. Peak populations of 125,000 or more ducks, mostly mallards, are common on the refuge during the fall migration. Bald eagles often perch in cottonwoods along DeSoto Lake.

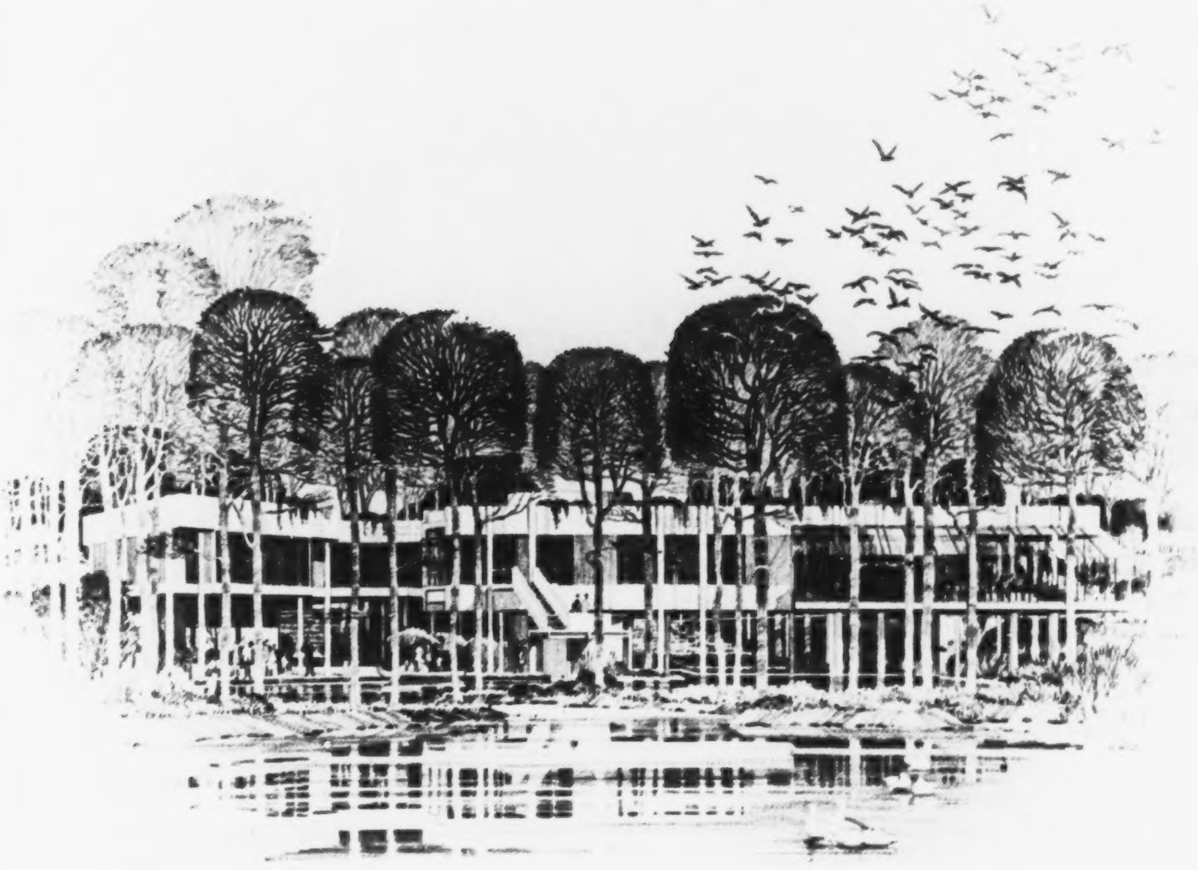
"Viewing waterfowl from the new center's Refuge Today Gallery should be an exciting experience," according to Gage. "This portion of the building overlooks DeSoto Lake at a point where large flocks of snow geese can often be observed during

Iowa a temporary home

the migration period."

The DeSoto Bend Visitor Center serves as a reminder of the past and the great changes produced in the natural environment of the West through the display of tools of change from the sunken Bertrand. The center also serves as a learning and observation center to the significance of the DeSoto National Wildlife Refuge and its role in preserving and enhancing the environment for present and future generations of Americans.

The DeSoto Visitor Center will be open throughout the year. Future plans call for seasonal programs that will stress wildlife observation opportunities available on the refuge at different times of the year. Hours for the center are from 9 a.m. to 4:30 p.m. daily, including weekends. There is no charge for use of the center. ⌖



The new Visitor Center at the DeSoto National Wildlife Refuge, shown in the artist's sketch above, opened its door July 11, 1981. The center cost nearly $5 million and will serve as both a wildlife interpretation center and a museum housing the artifacts recovered from the steamboat Bertrand that sank at the DeSoto Bend in the Missouri River in 1865.

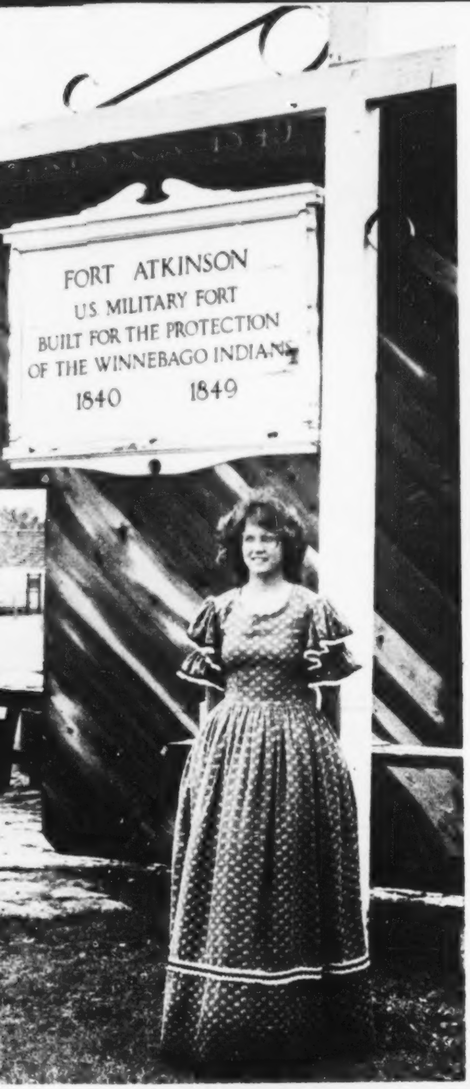
Fort Atkinson Rendezvous 1981

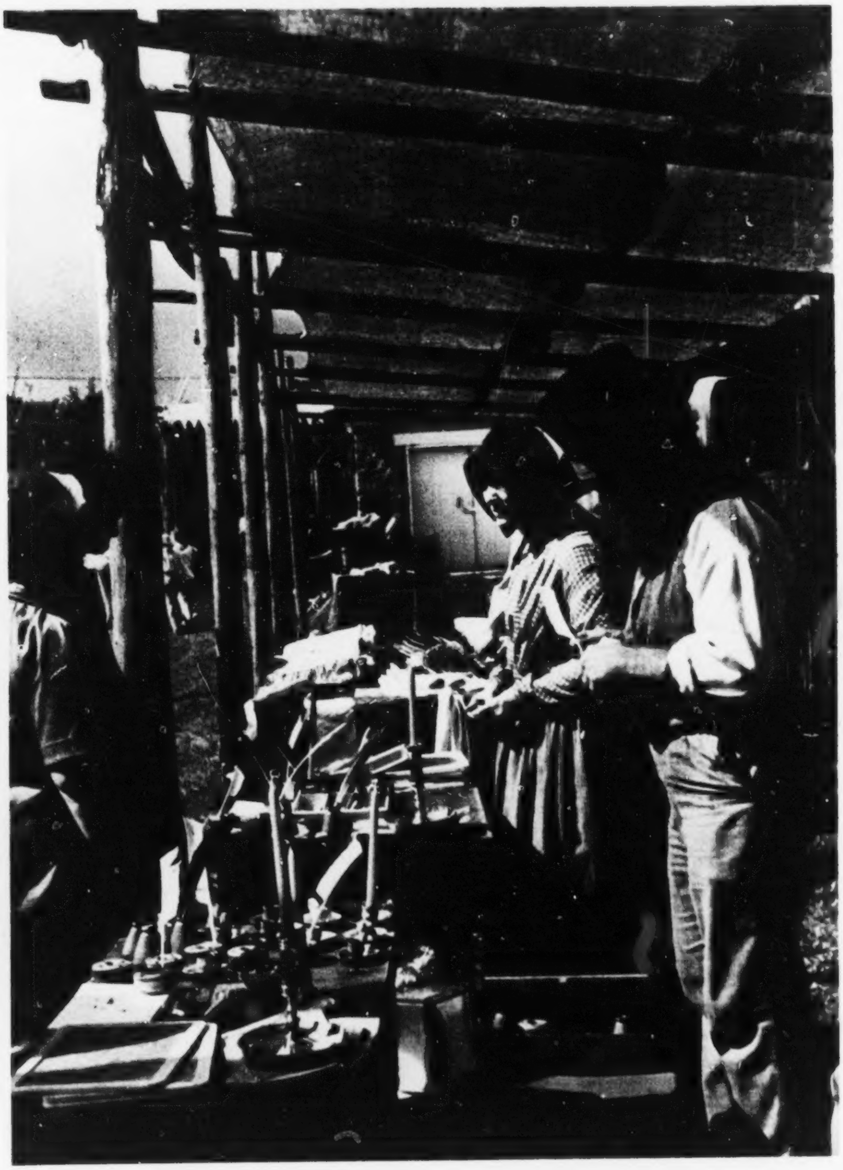
Again this year, thousands of people from the Midwest left their cars in town, rode the shuttle bus to Fort Atkinson and took a giant step backward in time. The Fifth Annual Fort Atkinson Rendezvous was held September 26-27 with the Iowa Development Commission, the Iowa Conservation Commission and the community of Fort Atkinson all pitching in to make another successful event.

The Rendezvous is held in the partially-restored Fort Atkinson, the only fort ever built to protect one American Indian tribe from another. Buckskinners, artists and people dressed in period military uniforms lived on the fort grounds in authentic tepees and lean-tos during the weekend to re-create the lifestyle of the 1840s for visitors.

Skills necessary for everyday living in the 1840s were demonstrated throughout the weekend. Rope making, tomahawk throwing and blacksmithing were just a few of the skills necessary to survive in the mid-19th century that craftspeople were showing to visitors to the fort. Throughout the weekend, participants showed off their "shooting eye" by breaking poker chips, cutting feathers and using one lead ball to break two targets by splitting the ball on a double bit axe. One unusual competition was the skillet throwing contest, where women in frontier costumes heaved a heavy iron skillet at a dummy suspended on a tripod.

"The Fort Atkinson Rendezvous is a unique tourism event in Iowa, and that is part of the reason for its popularity," Kyle McGonigle, marketing and promotion coordinator for the Tourism and Travel Division of the IDC, said. "The Rendezvous carries the romance that goes along with a frontier fort, and it is a great learning experience. People can see, smell and hear what life was like in the 1840s." ✤


FORT ATKINSON
U.S. MILITARY FORT
BUILT FOR THE PROTECTION
OF THE WINNEBAGO INDIANS
1840 1849



Iowa Community Betterment on the Road

Judging week in the Iowa Development Commission's Iowa Community Betterment Program brings out the best in communities throughout Iowa. Iowa communities enrolled in the program have one hour during judging week to pull out all the stops and show the ICB judges how projects using volunteer labor have made their towns a better place in which to live.

During the week of September 21, nine teams of ICB judges logged around 1,200 miles each, visiting communities to assess progress on ICB projects.

"This year we had one of the best judging teams we've ever had in the 11 years of the ICB program," ICB Director Paul Comer said. "All of our judges volunteer a week of their time, and many have told me that it is one of the longest but most rewarding weeks they've ever been through."

What shines through during judging week is Iowa hospitality, Iowa pride and evidence that Iowans tackle problems and solve them within their communities rather than looking outside for help. Working on ICB projects, and showing them off during judging week, clearly shows that the unity and community pride generated through ICB make every community in the program a winner.

Left: Iowa Community Betterment judges Carolyn Kiper and Jude Conway (both in center) listen to Titonka volunteers explain how their ICB project, a new ambulance, has filled a need in that Iowa community. Bottom left: ICB judges Lois Kotz and Robert Glenn and ICB Assistant Director Barbara Wickham (left to right in rear) tour the Fertile City Park and learn from ICB volunteer Harriet Ouverson that the park had been covered with sand after a dike on the nearby Winnebago river broke. The park was cleaned and restored through volunteer labor.

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

July, 1981

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	167	666	Iowa City	234	1,281
Atlantic	32	393	Keokuk	23	306
Burlington	142	710	Marshalltown	81	618
Carroll	60	668	Mason City	150	807
Cedar Rapids	306	1,293	Muscatine	70	663
Centerville	14	203	Newton	20	286
Charles City	26	371	Oskaloosa	49	443
Clinton	265	525	Ottumwa	66	624
C. Bluffs	208	1,372	Sheldon	41	439
Creston	69	447	Shenandoah	69	432
Davenport	319	1,780	Sioux City	815	2,206
Des Moines	627	2,273	Spencer	143	403
Dubuque	297	868	Storm Lake	67	358
Fairfield	17	168	Waterloo	174	1,400
Ft. Dodge	268	761	Webster City	103	380
Ft. Madison	63	437			

[1] New job applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	June 1981	June 1980
All Urban Consumers (1967 = 100)	274.4	247.8

Composite Construction Cost Index

	June 1981	June 1980
Composite Construction Cost Index (1977 = 100)	153.7	144.4

Business Data

	6/81	6/80	6 mos./81	6 mos./80
New Car Registrations	6,695	6,609	53,349	52,493
Iowa Savings & Loans ($000,000)				
Mortgage Loans	5.0	6.0	65.5	9.8
Savings	– .1	52.6	27.2	122.1
Work Force (000)	1,458.3	1,509.3	1,404.0	1,453.8
Unemployment	68.6	84.0	69.4	68.3
Rate (percent of work force)	4.7	5.6	5.0	4.7
Employment	1,389.7	1,425.4	1,334.6	1,385.5

Value of New Dwellings[1] ($000)

	8/81	8/80	8 mos./81	8 mos./80
Ames	$ 233.0	$ 330.0	$ 707.0	$ 3,528.0
Bettendorf	517.3	558.1	4,308.9	2,231.6
Burlington	130.0	290.0	1,330.4	1,485.2
Cedar Falls	342.6	1,938.7	2,790.4	3,666.2
Cedar Rapids	345.3	833.4	4,679.8	4,086.4
Clinton	0	0	1,011.0	1,359.2
C. Bluffs	88.5	113.2	495.1	1,148.3
Davenport	304.7	1,229.1	6,652.8	5,566.6
Des Moines	342.2	4,388.4	6,004.5	10,979.3
Dubuque	53.4	129.2	746.8	1,951.1
Ft. Dodge	15.0	175.0	740.0	739.0
Iowa City	656.3	417.6	6,159.6	3,519.8
Keokuk	55.0	100.0	360.0	1,650.5
Marion	205.2	546.2	1,202.8	3,362.3
Marshalltown	52.0	175.0	640.0	464.0
Mason City	0	522.1	763.4	2,048.1
Muscatine	149.8	129.2	1,841.1	4,784.3
Newton	68.8	367.0	277.8	732.5
Ottumwa	38.0	2,382.0	704.0	3,004.0
Sioux City	137.5	178.8	898.5	898.0
Urbandale	48.3	721.9	1,222.5	4,527.8
Waterloo	303.7	1,918.2	6,554.7	8,604.6
W. Des Moines	393.1	1,173.5	3,675.1	3,400.2
Totals	$ 4,479.7	$18,616.6	$ 53,766.2	$ 73,737.0

[1] Single and two family dwellings, apartment houses, hotels and motels based on a survey of local building inspectors. Variations exist.

Monthly Retail Trade[1] ($000)

SMSA[2]	6/81	6/80	% Change From Last Month
Cedar Rapids	$10,503	$ 9,458	– 5
Des Moines	19,211	17,908	– 3
Dubuque	5,140	4,541	– 3
Omaha/C. Bluffs	27,428	24,028	+ 2
Sioux City	5,441	4,570	– 7
Waterloo	6,673	5,752	+ 0

[1] Not adjusted for seasonal variation, holiday, or trading-day differences.
[2] Standard Metropolitan Statistical Area.

Quarterly Periods

	1981 I	1980 I
Net Taxable Retail Sales ($000,000)	3,463	3,443
Personal Income ($000,000)	27,935	26,355

Stock Index

	Iowa*	Dow Jones Industrial
June 1981	230.93	976.88
July 1981	221.71	952.34
Aug. 1981	212.75	881.47

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	8/15/81	7/15/81	8/15/80
Corn, bu.	$ 2.68	$ 3.08	$ 2.85
Soybeans, bu.	6.55	7.14	7.10
Oats, bu.	1.83	1.80	1.53
Hogs, cwt.	49.60	49.20	45.80
Beef cattle, cwt.	59.80	59.90	68.60
Calves, cwt.	63.30	62.70	75.70
Milk cows, head	1,200.00	1,230.00	1,140.00
Milk (whls), cwt.	13.20	12.90	12.20
Sheep, cwt.	25.00	26.60	25.20
Lambs, cwt.	55.50	57.50	65.20
Eggs, doz.	.49	.51	.48
All hay, ton baled	60.00	60.00	51.50
Turkeys, lb.	.39	.41	.42

Average Prices Paid by Farmers

	8/15/81	8/15/80
Beef cattle concentrated, 32-36%	$ 12.80	$ 12.90
Hog feed, 38-42% protein	15.90	15.50
Soybean meal, 44% protein	13.50	13.00
Dairy feed, 16% protein	190.00	186.00
Poultry feed, layer ration	210.00	220.00

Commodity Feed Price Ratios

	8/15/81	8/15/80
Hog—corn[1]	18.5	16.1
Beef cattle—corn[1]	22.3	24.1
Egg—feed[2]	4.6	4.4
Milk—feed[3]	1.39	1.31

[1] Bushels of corn equal in value to 100 lbs. of hog or beef cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Foreign business inquiries

Machine tools

A well established German manufacturer of various machine tools for use in the metalworking industry is interested in licensing its technology to a U.S. machine tool manufacturing firm. The company is especially interested in finding a partner for its sophisticated turning machine program. Established in 1960, the German firm employs 30 and lists annual sales of $16 million. (G91-7734L)

Mixing equipment

A German firm engaged in the production of mixing equipment seeks a U.S. licensee for the manufacture of its equipment in the States. The German company specializes in designing, constructing, manufacturing and selling preparation mixers for plastics processing, chemistry, pharmacy and the food industry. Established in 1975, the firm currently employs 25 people and has annual sales of $2,000,000. (G81-7635L)

Hydraulic cylinders

An Austrian company engaged in the manufacture of hydraulic cylinders and control units is seeking to invest $50,000 to $100,000 in a small American hydraulic firm. The Austrian owner would also like to participate in the management to some extent. His firm in Vienna, Austria, was sold and now he is interested in entering the U.S. market. (A81-7234J)

Wire drawing machinery

An Austrian firm engaged in the manufacture of wire drawing machinery has developed a technology using ultrasound which greatly enhances the efficiency of wire drawing machinery. This is achieved by increased area reduction per drawing step, thus reducing the number of steps required. The company is seeking to introduce its machines into the U.S.A., and intends to form a license or joint venture agreement with a U.S. company. (A81-7335L)

Metal detectors

A German company engaged in the manufacture of iron detectors, metal detectors and demagnitizing equipment is interested in discussing with a U.S. manufacturer a possible cooperation for the exchange of know-how, production licenses and distribution. The company was established in 1966, employs 20 people, and has annual sales of approximately $1,000,000. (G81-7536L)

Hydraulic presses

A German manufacturer of hydraulic presses for the rubber and plastics processing industries seeks a joint venture arrangement with a U.S. organization experienced in the manufacture and sale of injection moulding presses, vulcanizing presses, conveyor belt presses, presses and press lines for large polyester mouldings. The company was organized in 1883, employs 700 persons and lists annual sales of $32,000,000. (G91-7835J)

Electronics cabinets

A German firm engaged in the manufacture of metal cabinets for electronic controls and systems is seeking to acquire a similar company in the U.S. U.S. firm should have 30-50 employees, doing electrical packaging, with ability to expand to two to three times that size, and have building and available land to accomplish such an expansion. (G101-8934A)

Railroad crossing "cassette"

An Austrian firm manufacturing a fabricated railroad crossing "cassette" (rubber-cushioned) is seeking to license its product to a manufacturer for manufacture and sale in the U.S. The "cassette" is a long lasting, smooth crossing device for all rail crossings, and the device is patented. (A101-8737L)

Food and chemical mixers

A French manufacturer of food and chemical processing equipment (used for pancakes, bread, noodles, mayonnaise, syrups, ice cream, glues, acrylic concrete, mortar, paints, asphalt, cosmetic make-up) seeks an American licensee and joint venture agreement for the manufacture of its mixers for bulk liquid and pastry product mixing. (F101-8635L)

Polytex

A Swedish manufacturer of a building material called Polytex is seeking a joint venture partner for manufacture and distribution of production machinery in the U.S. Polytex is a rigid wall construction using 4' x 8' panels with a variety of outside finishes. The interior is a corrugated material. The finished panel may be used in modular construction, is very strong, and may be used for both load bearing and non-load bearing applications. (S91-8135J)

Floor heating system

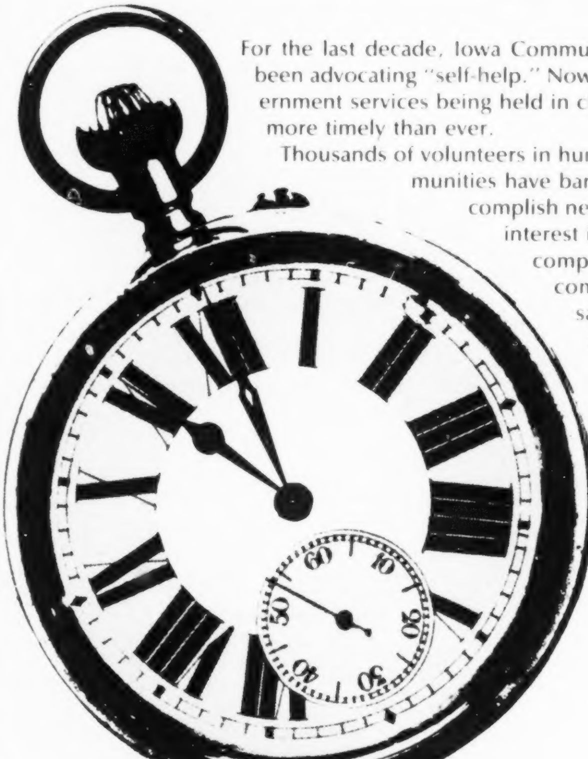
A German manufacturer of a floor heating system called "polytherm" is seeking a partner in the U.S.A. to aid in distribution prior to setting up eventual manufacture. The system consists of plastic piping riding on patented plastic panels which can be covered with a dry floor or covered with wet concrete. Hot water is distributed through the pipes for even heating of homes, offices and larger buildings. (G91-8230J)

Two-wheel trailer

A British manufacturer of a small tilting, two-wheel trailer is especially useful in loading heavy items by one person and can also be used to handle sand, rocks and other loose items. The system operates on a series of simple winches and ratchets. The size appears to be about 4' x 6'. (UK91-8334L) ◆

october '81
pork month

Iowa Community Betterment...
an idea whose time has come!



For the last decade, Iowa Community Betterment has been advocating "self-help." Now with taxes and government services being held in check, the concept is more timely than ever.

Thousands of volunteers in hundreds of Iowa communities have banded together to accomplish needed projects. Local interest is kept high through competition with other communities of the same size for cash awards.

Help make your community and all of Iowa a better place to live and grow by joining Iowa Community Betterment.

. . . and now the time has come to celebrate!

Join volunteers from every part of Iowa at
Iowa Community Betterment Recognition Day November 6, 1981 in Ames, Iowa

For more information, write the
IOWA DEVELOPMENT COMMISSION
250 Jewett Building, Des Moines, Iowa 50309
or call 515/281-3536

Iowa
a place to grow

IDC DIGEST
October, 1981 **Vol. X-No. 10**

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Ag computer seminar draws 400 Iowans to Ames

More than 400 Iowa farmers and agribusiness representatives gathered in Ames August 31 - September 1 to learn how they could use computers to improve the efficiency of their operations.

"Initially we expected around 200 to register for the conference," Mary Holz-Clause, assistant director of the IDC's Research Division, said. "Obviously, from the size of the turn out, there was more interest about using computers in agriculture than we expected. We knew people had a lot of questions, and I think most were answered during the two-day conference."

The program, which was cosponsored by Iowa State University, was broken into two sessions. The first day was for farmers and farm advisory professionals who had an interest in computers, but who had no expertise in the area. The first day also included a trade show where Iowans attending the conference could talk with hardware and software vendors about state of the art equipment and what is on the drawing board that could benefit agriculture in the future.

The second day consisted of a series of concurrent workshops on how computers could be used in specific farming applications.

"The IDC and Iowa State University will continue to explore new ways to use computers in agriculture," according to Holz-Clause. "It is important to remember that computers are not the answer to all ag-related problems, but they can be an effective management tool."

S2780-2

Iowa Development Commission

Digest

November-December, 1981

RECOGNITION DAY 1981

RECOGNITION DAY 1981

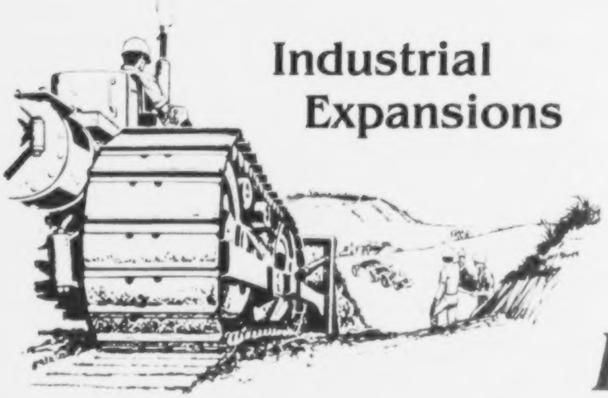
RECOGNITION DAY 1981

RECOGNITION DAY 1981

Iowa Community Betterment

Celebrating a year
of sharing, working
and winning for Iowa

Story on page 8



Industrial Expansions

Industry continues

H. P. Smith Company

Work is scheduled to begin April 1 on a 27,000 square foot expansion to the H. P. Smith Paper Company Iowa City facility, according to company officials.

The firm produces Ploy Slik, a coated paper from which adhesive labels are peeled. Plastic film is also produced at the Iowa City plant.

The expansion will provide needed storage space for the Ploy Slik paper and will also be used for office space. The current facility in Iowa City is 103,000 square feet. Plans are for completion of the addition by next fall. Addition of new equipment will mean jobs for 10 more workers in the Iowa City area. The firm now employs 71.

The Bankers Life Company

The Bankers Life Company has constructed a 12,000 square foot building in Mason City to administer all future pension and profit sharing plans written by the company.

Currently, 16 persons are employed by the firm and plans call for the operation to grow to employ more than 150 persons in the next two years.

The Mason City site was selected by the firm over nine other communities due to location, availability of skilled clerical and administrative workers and the various facilities available in Mason City.

The Bankers Life officials praised the work of the Mason City Chamber of Commerce Industrial Committee and the Iowa Development Commission for their help in locating a site and assisting them in many ways.

The Bankers Life Company headquarters is in Des Moines and the company ranks as the nation's ninth largest life insurance company in terms of income with assets of more than $7 billion.

Curries Manufacturing Company

Curries Manufacturing Company of Mason City has completed a $1 million expansion. This expansion is the latest in a series of expansions by the Mason City manufacturer of steel doors and frames.

Curries began operation in 1958, and then expanded in 1959, 1961, 1963, 1968 and 1976. This latest expansion resulted in a 30 percent increase in plant size. Included in the expansion was the addition of a new shipping, staging, custom welding and warehouse area. The plant now covers more than 14,000 square feet.

Curries Manufacturing began with one employee and added eight by the end of its first year of operation. Today there are more than 240 persons working three shifts. The plant has a payroll of nearly $3.4 million.

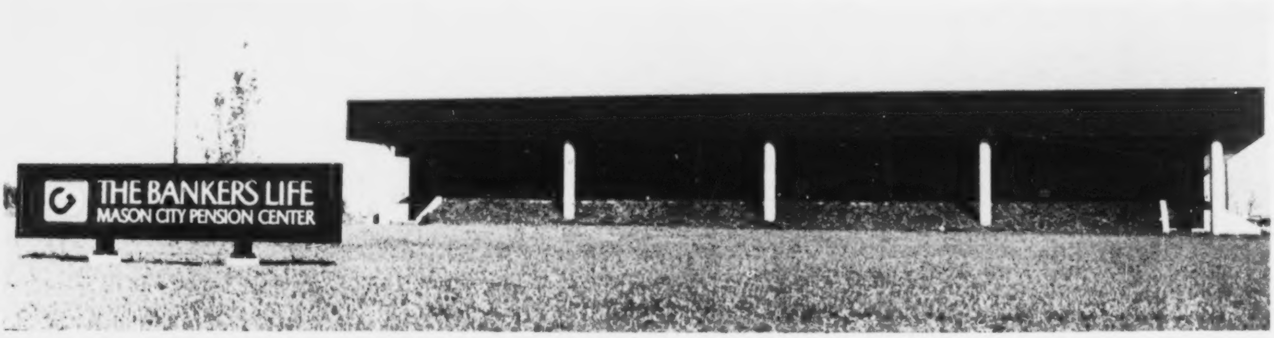
The firm has 128 distributors around the world. Sales for 1980 totaled more than $12.8 million.

Advance Industries

Advance Industries of Sioux City has expanded its manufacturing facility by adding a new large capacity galvanizing facility.

The 10,000 square foot structure houses state of the art galvanizing equipment and the latest anti-pollution and worker-safety equipment and safeguards have been installed, according to Advance Industries officials.

The new plant is now operating on two shifts to provide custom galvanizing service to manufacturers in



The Bankers Life company has built this new 12,000 square foot building in Mason City. Workers here will administer all future pension and profit sharing plans written by the company.

growing in Iowa

this region and to galvanize parts for the company's proprietary products.

Advance Industries manufacturers communication towers and special buildings for remote site use.

Garment Designs and Graphics

Garment Designs and Graphics company has announced plans to build a new manufacturing plant in Marion. The firm was started a little more than two years ago and company officials say business has more than doubled since that time, making its present building too small.

Garment Designs and Graphics specialized in printed clothing for athletic teams, school and business uniforms, hats, shirts and other items. The firm markets its garments throughout the midwest and in some foreign countries.

The new plant will be 7,000 square feet, doubling the firm's current space, and additional employees will be hired when the building is completed. The firm currently employs four.

Uarco

Construction is underway on the Corning industrial park in the new Uarco Incorporated printing plant. The plant will be 92,800 square feet and will employ 180 workers when it is operating at full capacity. The projected completion date is 1982.

Uarco is one of the nation's leading manufacturers of continuous business forms and data control systems. The most modern manufacturing equipment and techniques for the production of business forms used in computers and data processing systems will be installed at the Corning plant, according to Uarco officials.

At a luncheon after the groundbreaking ceremonies for the Corning plant, Herbert L. Koelling, Uarco vice president/production, talked about what is entailed in finding a site for a new plant.

"The most important thing, in my view, is attitudes. I want to get to know the people in the town and see if they want an industry," Koelling said. "If there isn't apparent leadership, we won't be there because we won't have anyone to work with."

Koelling praised Adams Community Industrial Corporation President Austin Turner and Vice President Gary Thompson for providing Uarco officials with the information they needed to decide if Corning was the place to build a new plant. Jim Chupp, manager/existing industry with the Iowa Development Commission, was also singled out for his work in helping Uarco decide to build in Corning.

IDC Commissioner Ronald Schechtman described the Commission as a "go between" for industries looking for a new site and communities in Iowa that are potential locations. He outlined some differences between communities ready for industry and those which are not.

"A community has to have something to offer an industry," he said. "You don't have an 'area,' you have a site. It is attractive and usable. You have a paved street and a rail spur. These things didn't just happen, it took planing and work."

Uarco was incorporated in Illinois

Turn to page 4

Pictured at the groundbreaking ceremonies for the new Uarco plant in Corning are (left to right) Herbert L. Koelling, Uarco vice president/production; Charles Zausch, Charles Zausch and Associates Architects; Robert McCline, president Mchan Construction, Inc.; Corning Mayor Lee Elliott; Kussell Fierce, Uarco facilities engineer; Gary Thompson, Adams Community Industrial Development Corporation vice president and Austin Turner, ACIDC president.

. . . Industrial expansions

Continued from page 3

in 1894 and has printing plants located through the U.S. and Canada. The firm's original name was the United Autographic Register Company. In 1945, Uarco Incorporated, the trade name by which the company had been known for years, was made the corporate name. In 1979, the company became a wholly-owned subsidiary of City Investing Company.

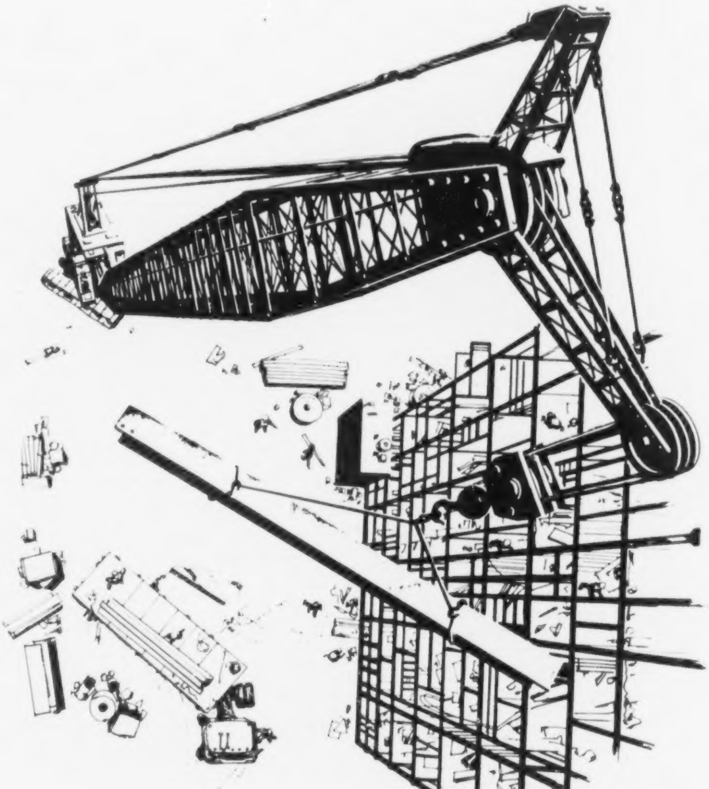
Hy-Line International

Hy-Line International has broken ground in Spencer for its new 17,712 square foot computerized hatchery building. The new facility will permit hatching of a little over one million eggs for a production of up to nine million pullet chicks per year.

Hy-Line officials called the new facility one of the most advanced in the nation since it will be computerized. The system, called Hensway, will give immediate readouts of conditions inside the facility and will permit operation of the hatchery by electronic terminal and video scanners.

The Corvallis, Oregon firm supplying the computerized system named it Hensway since the eggs are laid on their sides in the incubators, the same way they are when hatched by hens. Conventional hacheries set the eggs up on end, but Hensway has determined that a chick grows better when the eggs are laid on their sides.

Hy-Line officials said they hope the new plant will start production in March, 1982. ◆



AVAILABLE BUILDINGS

Call 515-281-3921

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Dubuque	Wholesaling
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
12,000	Spencer	Wholesaling
13,852	Waterloo	Lt. Manufacturing
14,000	Des Moines	Warehousing
15,750	Hanlontown	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Algona	Lt. Maufacturing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
35,626	Marshalltown	Construction (7 Bldgs.)
38,200	Dubuque	Lt. Manufacturing
42,900	Ames	Lt. Manufacturing
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Maufacturing
61,652	Burlington	Lt. Manufacturing
66,000	Council Bluffs	Process/Whse. (4 Bldgs.)
70,766	Forest City	Lt. Mfg. (3 Bldgs.)
75,000	Davenport	Lt. Mfg./Warehousing
81,260	Des Moines	Lt. Mfg./Warehousng
81,400	Algona	Lt. Manufacturing
94,228	Keosauqua	Manufacturing
97,000 (2 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
128,000	Newton	Manufacturing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg. Warehousing
196,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
250,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call the telephone number listed above.

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated on communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries, according to the IDC's Industrial Development Division. But the number of available buildings is still inadequate.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Development staff. It just might be the most important call you can make for your community's sake.

Happy Holidays from the Iowa Development Commission

The Iowa Development Commission would like to wish all of our readers a happy and safe holiday season.

This issue of the Iowa Development Commission DIGEST is the combined November and December holiday issue. The IDC annual report will follow in January.

U.S. Department of Energy reports

Making ethanol boosts ec

Two recently released studies from the U.S. Department of Energy show that both the U.S. and Iowa economies can benefit from the production of ethanol from corn.

The first study, "The Economic Benefits of Producing Fuel Ethanol and Exporting Distillers Dried Grains," estimates the net economic impact on the U.S. of diverting corn from the export market to produce fuel grade ethanol and to export the resulting DDG (Distillers Dried Grains) to replace the diverted feed corn. The study was prepared by Resource Planning Associates, Inc. for the DOE Office of Alcohol Fuels.

Important U.S. benefits

The report concludes that the large-scale production of fuel grade ethanol for blending with gasoline or to burn unmixed as a fuel may provide important economic benefits to the U.S. This conclusion is based on the findings that, using mid-1981 prices, U.S. GNP (Gross National Product) would increase by $1.89 for each bushel of export corn processed into ethanol, with the resulting DDG exported (see graph at lower left). Also, the net value of foreign trade would increase by $0.05 per bushel of corn processed (see graph at lower right).

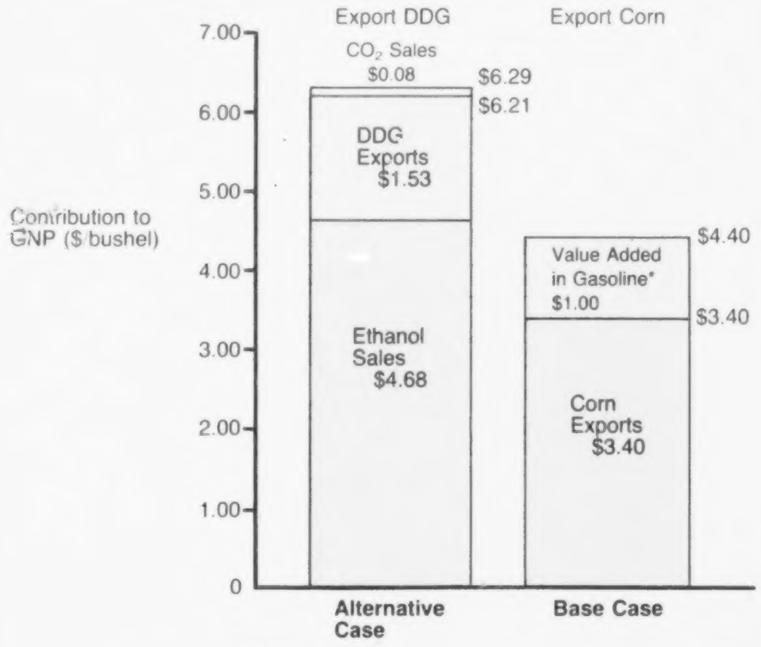
"When corn is converted to ethanol, by-products, such as DDG, gluten feed and gluten meal are also produced," according to the report. "In the conversion process, only the starch in corn is converted into ethanol; essentially, all the protein passes through to DDG or other by-products. By exporting DDG or other by-products instead of corn, the United States could supply its foreign customers the same amount of protein in a more concentrated form, while at the same time utilizing domestically produced starch converted into ethanol as a supplemental fuel."

Corn exported for animal feed

The report goes on to say that almost all exported corn is used for animal and poultry feed, rather than for human consumption. By exporting DDG in place of some of the corn currently exported for animal feed, the U.S. would be supplying the same quantity of protein while spending less on transportation costs since the DDG contains about 25 to 28 percent protein, compared to 9 percent protein in corn.

Finally, the report says that corn prices would have to rise above $4.90 per bushel before exporting corn as a feedstock would yield higher GNP than converting it into fuel ethanol and exporting the DDG

Contributions to GNP of Exporting one Bushel of Corn or Using the Corn to Make Ethanol and Export DDG



Net Increase in GPN

	$/bushel
Alternative Case	6.29
Base Case	4.40
Net Increase	$1.89

*Value of 2.34 gallons of gasoline sales less crude oil imports ($2.92 - $1.92 = $1.00)

onomy, provides jobs

by-product. That statement is based on a crude oil price of $34.50 per barrel. The mid-1981 year price of corn used in the study was $3.40 per bushel.

The U.S. economy would benefit from production of fuel ethanol, according to the first report, and the Iowa economy would improve from ethanol production plants being located in the Hawkeye State according to the second DOE report.

The impact on Iowa

This report studied the impact of one 40 million-gallon-per-year ethanol plant on an agricultural state, Iowa, and on an industrial state, Connecticut. Some findings from the study on the impact of ethanol production and use in Iowa include:

— A substantial improvement in the state's balance of trade by $62 million per year, primarily due to the displacement of imported gasoline by ethanol produced in the state.

— An overall increase in economic activity of nearly $213 million per year, due to Iowa's ability to capture most of the value added in the production of ethanol.

— Creation of about 100 jobs as a direct result of ethanol production, and creation of an additional 25 jobs in transporting feedstocks and by-products.

— Significant potential for reduced costs of unemployment, including workers' unemployment compensation and welfare expenses.

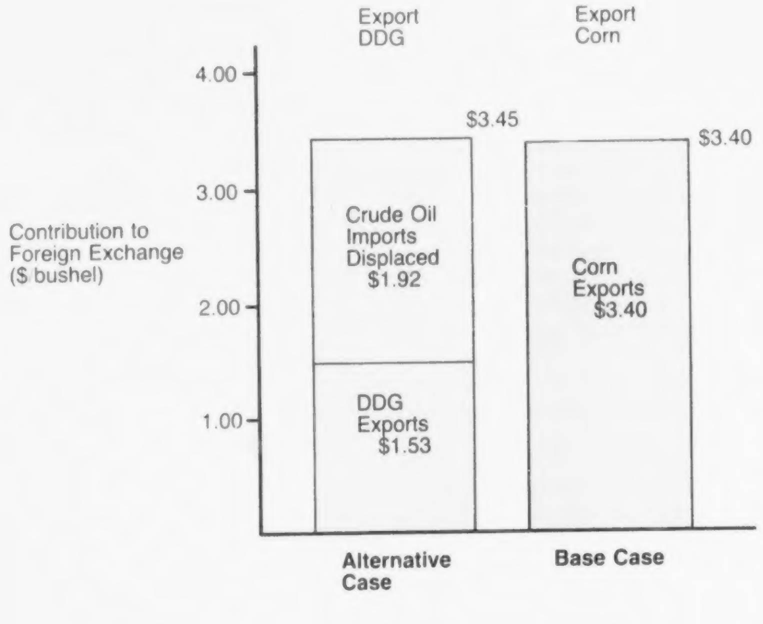
Connecticut's benefits

Connecticut, the industrial state in the study, would also benefit from an ethanol plant, but the increase in economic activity would only be about two-thirds of the increase noted in Iowa since the raw materials would have to be imported and increases in employment would be smaller.

"The state of Iowa and Iowa's corn growers made a commitment to the alcohol fuels industry in 1978, and Iowa has been a leader since that time," Tom Pearson, research analyst with the Iowa Development Commission's Research Division, said. "The results of that commitment are increased economic activity in Iowa and a positive impact for the entire nation."

Iowa currently has three ethanol plants producing a total of approximately 45 million gallons per year. The newest plant, Farm Fuels Products Corporation in Storm Lake, officially opened at the end of November. In Iowa, gasohol continues to hold a 12.5 percent share of the motor fuels market. ♣

Effect on Foreign Exchange of Exporting One Bushel of Corn or of Making Ethanol to Displace Oil and Exporting DDG



Net Increase in Merchandise Trade Balance

	$/bushel
Alternative Case	3.45
Base Case	3.40
Net Increase	$0.05

Iowa Community Betterment Recognition Day

IOWA
DEVELOPMENT
COMMISSION

(Above) A highlight at Iowa Community Betterment Recognition Day 1981 was visit from Vice President George Bush. Bush spoke to the group during the luncheo at Hilton Coliseum in Ames. (Below) Karen Storm and Dudley McDowell hea toward the stage to accept a plaque and a $500 check from Governor Robert Ray f Archer's first place finish in the Iowa Community Betterment competition.

Cheers rang out from Hilton Coliseum in Ames November 6 as winners were announced. Not winners in athletic events, but winning communities in the 11th annual Iowa Community Betterment Program.

"Recognition Day 1981 was a celebration for volunteers from throughout Iowa who have worked to make their communities and the state a better place to live," Paul Comer, director of Iowa Community Betterment with the Iowa Development Commission, said. "1981 was a special year in community betterment. We had excellent projects entered by the communities, we had an outstanding team of judges and Recognition Day was something extra special with a visit from Vice President George Bush."

Bush spoke to the more than 1,300 volunteers who attended the recognition day ceremonies shortly after the leadership awards luncheon. Bush praised Iowans for outstanding volunteer efforts and said he would be asking state officials for examples of volunteer projects undertaken in Iowa to be used by the President's Task Force of Volunteerism as examples of how much can be accomplished.

Congressmen Cooper Evans and Jim Leach and Senators Charles Grassley and Roger Jepsen accompanied the Vice President during his stop at Recognition Day.

IDC Commissioner Bill Riley was Master of Ceremonies for the awards luncheon, announcing names of outstanding volunteers from each community in the program. Iowa's first lady, Mrs. Billie Ray, presented these community leaders with a plaque commemorating their activities.

Throughout the day volunteers attended workshops on ways to give downtown areas a facelift, crime prevention, ways to fire-up community volunteers and other community development topics. "Iowa: A Place To Grow," a computerized show involving 12 slide projectors was shown throughout the day.

True community pride and spirit surrounded the community booth displays. For the second year, ICB communities were invited to set up a booth to display projects and exchange ideas with neighbors from across the state.

Keith Kirkpatrick took over the duties at the microphone in the evening to announce the 1981 ICB winning communities at the awards banquet. Governor Robert D. Ray presented winning communities with a plaque and a check. The awards purse totalled $23,000, with $20,000 donated by the 20 ICB sponsors and the remainder coming from the Iowa Blue Flame Gas Association for projects designed to save energy.

ICB Recognition Day 1981 was a time of celebration, sharing, learning and motivation to work even harder in 1982 to make Iowa a better place to live. ❖

Iowa Blue Flame Gas Association Award Winners

1st Place — Southeast Neighborhood, Des Moines, $750
2nd Place — Rock Rapids, $500
3rd Place — Schleswig, $400
4th Place — Sioux Center, $300
5th Place — Fort Dodge, $200

Honorable Mention:
Riverside, $100
Clearfield, $100
Eldora, $100
Laurens, $100
Parkersburg, $100
Lovilia, $100

Community Booth Display Winners

1st Place — Hanlontown, $100
2nd Place — Schleswig, $75
3rd Place — LeClaire, $50

1981 Outstanding Achievement and Youth Involvement Winners

Category I — Under 230

1st Place — Archer, $500
2nd Place — Argyle, $400
3rd Place — Grand River, $300
4th Place — Joice, $200
5th Place — Melrose, $100
Youth Involvement — Melrose, $500
Honorable Mention:
Youth Involvement — Ellston, $50
Outstanding Achievement — Hanlontown, $50

Category II — 231-409

1st Place — Blockton, $500
2nd Place — Low Moor, $400
3rd Place — Blencoe, $300
4th Place — Fertile, $200
5th Place — Elkhart, $100
Youth Involvement — Low Moor, $500
Honorable Mention:
Outstanding Achievement — Grafton, $50
Outstanding Achievement — Nichols, $50

Category III — 410-700

1st Place — Peterson, $500
2nd Place — Lovilia, $400
3rd Place — Ashton, $300
4th Place — Churdan, $200
5th Place — Menlo, $100
Youth Involvement — Churdan, $500
Honorable Mention:
Outstanding Achievement — Titonka, $50
Outstanding Achievement — Little Rock, $50

Category IV — 701-1,099

1st Place — Carson, $500
2nd Place — Dows, $400
3rd Place — Schleswig, $300
4th Place — Riceville, $200
5th Place — Gowrie, $100
Youth Involvement — Bancroft, $500
Honorable Mention:
Outstanding Achievement — Roland, $50
Outstanding Achievement — Goldfield, $50

Category V — 1,100-2,000

1st Place — Monona, $500
2nd Place — Clarksville, $400
3rd Place — Laurens, $300
4th Place — Sidney, $200
5th Place — Holstein, $100
Youth Involvement — Mount Ayr, $500
Honorable Mention:
Outstanding Achievement — Hartley, $50
Outstanding Achievement — Aurelia, $50

Category VI — 2,001-4,999

1st Place — Northwood, $500
2nd Place — LeClaire, $400
3rd Place — Clarion, $300
4th Place — Lamoni, $200
5th Place — DeWitt, $100
Youth Involvement — Carlisle, $500
Honorable Mention:
Outstanding Achievement — Jefferson, $50
Outstanding Achievement — Belmond, $50

Category VII — 5,000-10,000

1st Place — Denison, $500
2nd Place — Decorah, $400
3rd Place — Creston, $300
4th Place — Chariton, $200
5th Place — Independence, $100
Youth Involvement — Chariton, $500
Honorable Mention:
Outstanding Achievement — Maquoketa, $50
Outstanding Achievement — Sheldon, $50

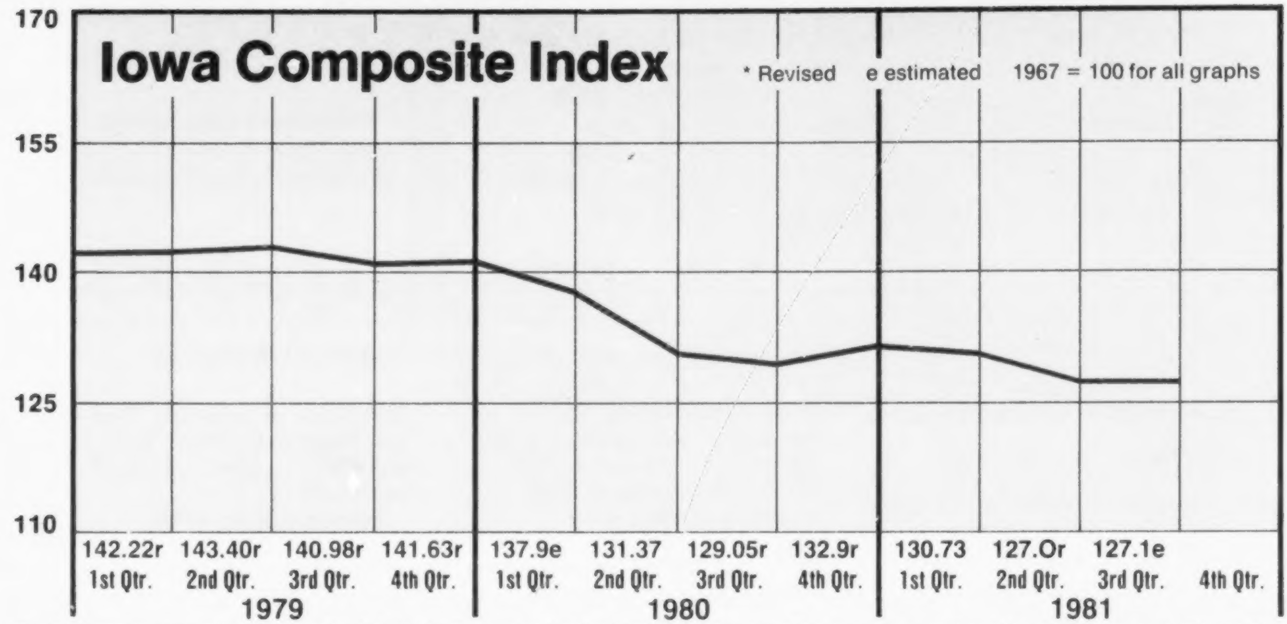
Category VIII — Over 10,000

1st Place — Ottumwa, $500
2nd Place — Ankeny, $400
3rd Place — Marion, $300
4th Place — Boone, $200
5th Place — Indianola, $100
Youth Involvement — Ottumwa, $500
Honorable Mention:
Outstanding Achievement — Council Bluffs, $50
Outstanding Achievement — Clinton, $50

Category IX — Neighborhoods

1st Place — Drake Neighborhood, Des Moines, $500
2nd Place — Czech Village, Cedar Rapids, $300
3rd Place — Playland, Council Bluffs, $150
Honorable Mention:
Outstanding Achievement — Village of East Davenport, $50
Outstanding Achievement — Hillcrest, Fort Dodge, $50
Youth Involvement — Southside, Council Bluffs, $50
Youth Involvement — Pioneer-Columbus, Des Moines, $50

THE IOWA ECONOMY



The third quarter composite index is estimated at virtually the same level as in the second quarter. There were no exceptional showings in any sector this quarter. Most indexes held steady but at lower levels than previous years.

Editorial

IDC supports commodity check-offs

By Dennis Harding Agricultural Development & Promotion Division Director

In the days when there was a relatively stable marketplace, the farmer saw increased productivity through better production methods as the way to eke out a few more dollars from each acre of land or truckload of cattle. Today, prices in the marketplace can fluctuate greatly, so creating and increasing demand for a product is vital. Farmers have realized the importance of marketing their own product and are doing something about it.

Promotion and market development can take many forms. Realizing strength can be found in numbers, farmers created Iowa's agricultural commodity organizations. They are on the front lines, creating new markets for their commodities — corn, beef, pork, eggs, soybeans and others.

These organizations are funded by a voluntary check-off program, a mechanism by which producers invest a small portion of their commodity's market price in product promotion, research and consumer education to increase the profitability of raising their commodity.

The IDC feels today's need for market development programs, such as the Fine Iowa Meats campaigns, is even greater than in the past. Farmers are besieged with challenges — high interest rates, increasing production costs and bearish markets. Farmers see increasing demand as the way to offset these factors.

Over and over, I've heard from farmers involved in product promotion say, "If we don't promote our products, then who will?" We agree with this statement and fully support the commodity organizations and the check-off programs that fund them. We see farmers promoting their own products; they do a better job than anyone else could. We support the check-off programs because they're voluntary.

The success of the Iowa farmer as marketer can be seen when you pull into a gas station and fill up with gasohol, when you drink a can of pop and realize it's now sweetened with fructose, a corn sweetener, and when you go to restaurants around the country and order the Iowa Chop or the Top of Iowa steak from the menu. That success is also evident when looking at the growth of export markets for corn, soybeans and meat products.

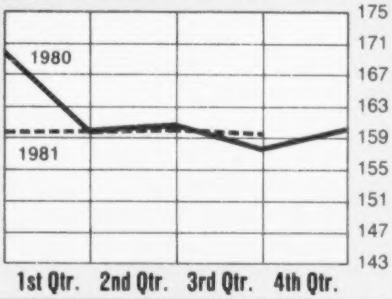
While these programs have developed because of the economic need to increase demand, they are successful because of a inherent characteristic of the Iowa farmer: pride. Whether an Iowa farmer is talking with urban consumers or hosting foreign trade teams, this deep sense of pride shines through.

Corn growers and cattlemen will have the opportunity to vote whether to continue with their respective promotional organizations within the next few months.

The IDC fully supports these and other agricultural commodity organizations and their efforts to improve agriculture's economic contribution to Iowa through producer self-help programs. We encourage producers to do likewise.

SERVICES (Employment, dollar volume index)

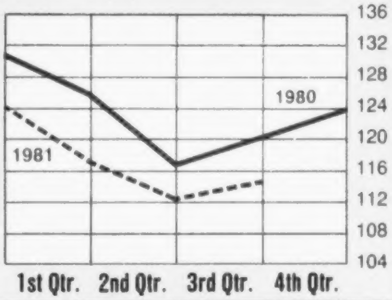
1980	1981
160.6	160.83r
161.7r	161.1r
158.8	160.13
160.3	



While employment levels held steady, the services index was eroded slightly by inflation.

RETAIL TRADE (Employment, taxable retail sales)

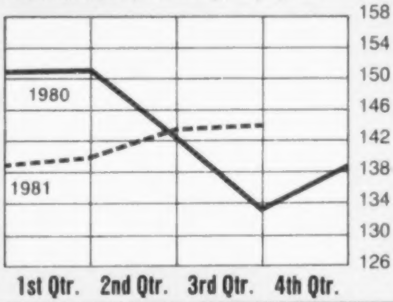
1980	1981
126.48	117.2
117.71	113.92
120.81	115.0
124.0r	



The retail trade index is following the same direction as last year's index, but at a lower level due primarily to inflation.

MANUFACTURING (Productivity, employment)

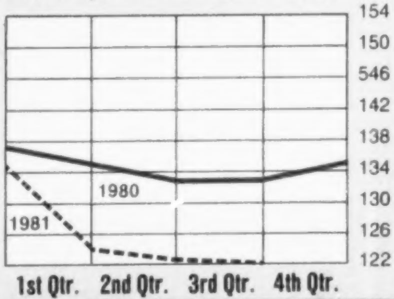
1980	1981
151.68r	141.61r
142.27r	143.18
133.87r	144.16
139.53r	



Employment and output per man hour in the manufacturing sector were approximately the same for the third quarter as in the second quarter.

TRANS., COMM., UTILITIES (Wages, employment)

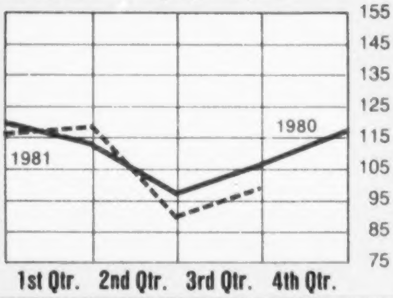
1980	1981
135.06e	121.78r
133.09r	122.9r
133.87r	122.5e
135.04r	



Employment in the transportation, communication and utilities sectors was unchanged. Wages increased slightly, but only enough to offset the increase in inflation over the second quarter. Overall, the index remains at a very low level compared with last year's index.

AGRICULTURE (Cash receipts, prices paid)

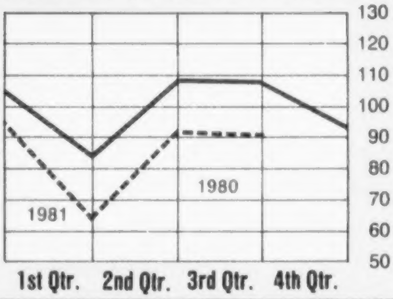
1980	1981
114.4e	119.61r
97.6r	92.5r
105.41r	99.5e
117.86	



An increase in cash receipts from farm marketing over second quarter resulted in an upturn in the third quarter index parallelling last year's index. However, this year's index indicates that farmers are worse off than they were the same period last year.

CONSTRUCTION (Employment, value of construction)

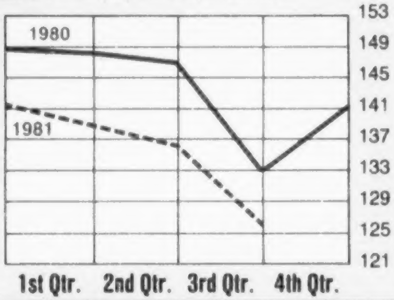
1980	1981
85.94r	65.71r
108.06r	91.11
107.35r	90.40
93.94r	



Very little change in employment and the total value of construction in Iowa leave the construction index virtually unchanged from last quarter's index.

GOVERNMENT (Employment, expenditures)

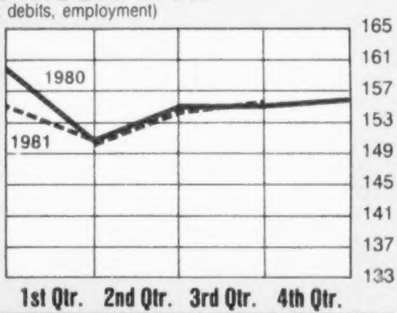
1980	1981
148.40r	138.77r
147.54r	136.77
133.35r	126.12
141.54r	



Employment in government made its seasonal third quarter drop due to school closings for summer recess, but it dropped to a level lower than last year's third quarter.

FINANCE & INSURANCE
(Insurance sales, bank debits, employment)

1980	1981
151.5e	151.52r
155.7r	155.59
155.22r	155.74
156.06r	



Employment levels in the finance and real estate and insurance sectors were unchanged from 1980 levels. The dollar volumes of life insurance sales were higher every quarter this year over the previous year, but inflation has deflated the effect of those increases. The net result is no change in this year's index compared to last year's.

"Iowa is people and land in rare harmony . . ."

Hugh Sidey

Governor Robert Ray accepts one of the first copies of the new IOWA, The American Heartland *book, published by Bankers Trust. Pictured from left to right are: John Arends, writer and editor of the new book; book designer Morris McKnight, John DeVries, The Graphic Corporation, printers of the book; Craig Aurness, main photographer and photo editor; Herman Kilpper, Bankers Trust president; John Ruan, Bankers Trust Chairman and Governor Ray.*

> *"Always, my heart has been drawn back to Iowa, which now I recognize to be more a state of mind and a way of life than anything else . . ."*

Those responsible for the creativity, backing and publishing of the new *IOWA, the American Heartland* book on Iowa presented a copy to Governor Robert D. Ray on November 18.

IOWA, The American Heartland was published by Bankers Trust, designed by Morris McKnight and features an introduction by Hugh Sidey, a native Iowan who is now Washington Bureau Chief with *Time Magazine*.

The book was written and edited by John Arends, former Public Information Division director with the IDC. Arends began work on the book while still with the IDC, and continued working with the rest of the creative team after his return to Iowa State University to do graduate work in creative writing. Bankers Trust noted on the title page of the new book that it would not have been possible without the assistance of both the Iowa Development Commission and Governor Ray's office.

The hardbound book includes 128 pages with 163 photographs that bring everyday Iowa to life. The majority of the photographs were chosen from more than 10,000 taken by Craig Aurness when he was doing a photographic study of Iowa for the *National Geographic Magazine*. Aurness served as photo editor for the new publication. Iowa images from eight Iowa photograhers provided the balance of photographs, including a contribution from Governor Ray. The Iowa photographers, other than Ray, are Tom Cooper, Ames; Dana Downie, Des Moines; Bruce Ehresman, Boone; Bill Gilette, Ames; Julie Habel, Holy Cross; Carl Kurtz, St. Anthony and Perry Struse, Des Moines.

IOWA, The America Heartland is available to Bankers Trust depositors at a discount, and to the general public at $24.95 per copy. Contact Bankers Trust for more information about the book. ✤

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

August, 1981

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	165	427	Iowa City	273	854
Atlantic	53	225	Keokuk	22	329
Burlington	186	523	Marshalltown	82	539
Carroll	71	347	Mason City	136	760
Cedar Rapids	410	2,554	Muscatine	78	357
Centerville	21	183	Newton	15	310
Charles City	25	248	Oskaloosa	80	366
Clinton	218	785	Ottumwa	69	642
Council Bluffs	197	986	Sheldon	38	441
Creston	73	343	Shenandoah	153	253
Davenport	402	1,836	Sioux City	863	1,176
Des Moines	697	2,547	Spencer	162	408
Dubuque	316	927	Storm Lake	55	205
Fairfield	34	207	Waterloo	211	968
Fort Dodge	354	571	Webster City	79	171
Fort Madison	57	360			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Aug. 1981	Aug. 1980
All Urban Consumers (1967 = 100)	276.5	249.4

Composite Construction Cost Index

	July 1981	July 1980
Composite Construction Cost Index (1977 = 100)	154.3	145.0

Business Data

	7/81	7/80	7 mos./71	7 mos./80
New Car Registration	7,565	7,977	60,914	60,470
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-9.6	15.7	55.9	25.5
Savings	-73.0	34.6	-46.9	156.7
Work Force (000)	1,437.1	1,492.0	1,408.7	1,459.2
Unemployment	63.8	81.8	68.6	70.2
Rate (% of work force)	4.4	5.5	4.9	4.8
Employment	1,373.3	1,410.2	1,373.3	1,389.0

Value of New Dwellings[1] ($000)

	9/81	9/80	9 mos./81	9 mos./80
Ames	$ 120.0	$ 261.0	$ 827.0	$ 3,789.0
Bettendorf	513.1	2,525.6	4,822.0	4,757.2
Burlington	501.0	0	1,831.4	1,485.2
Cedar Falls	200.1	426.7	2,990.5	4,092.9
Cedar Rapids	237.7	415.5	4,917.5	4,501.9
Clinton	128.0	92.0	1,139.0	1,451.2
Council Bluffs	65.0	190.5	560.1	1,338.8
Davenport	565.4	1,798.7	7,218.2	7,365.3
Des Moines	907.4	3,164.6	6,911.9	14,143.9
Dubuque	267.3	899.8	1,014.1	2,850.9
Fort Dodge	116.0	324.0	856.0	1,063.0
Iowa City	1,758.5	583.6	7,918.1	4,103.4
Keokuk	66.0	462.0	426.0	2,112.5
Marion	60.1	920.5	1,262.9	4,282.8
Marshalltown	0	197.0	640.0	661.0
Mason City	32.0	837.6	795.4	2,885.7
Muscatine	1,651.0	1,782.8	3,492.1	6,567.1
Newton	10.0	2,962.5	287.8	3,715.0
Ottumwa	212.0	1,235.7	916.0	4,239.7
Sioux City	45.3	340.0	943.8	1,238.0
Urbandale	257.9	2,135.1	1,480.4	6,662.9
Waterloo	864.5	1,527.1	7,419.2	10,131.7
W. Des Moines	522.5	732.1	4,197.6	4,132.3
TOTAL	$ 9,100.8	$ 23,834.4	$ 62,867.0	$ 97,571.4

Monthly Retail Trade[1] ($000)

SMSA[2]	7/81	7/80	% Change From Last Month
Cedar Rapids	10,077	9,870	- 4
Des Moines	19,074	18,170	- 1
Dubuque	4,956	4,628	- 4
Omaha/C. Bluffs	25,751	24,792	- 2
Sioux City	5,323	4,399	- 2
Waterloo	6,455	5,824	- 3

[1] Not adjusted for seasonal variation, holiday or trading day differences.
[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981 I	1980 I
Net Taxable Retail Sales ($000,000)	3,464	3,443
Personal Income ($000,000)	27,935	26,355

Stock Index

	Iowa*	Dow Jones Industrial
July, 1981	221.71	952.34
August, 1981	212.75	881.47
Sept., 1981	205.69	849.98

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	9/15/81	8/15/81	9/15/80
Corn, bu.	$ 2.38	$ 2.78	$ 2.91
Soybeans, bu.	6.15	6.53	7.47
Oats, bu.	1.81	1.79	1.64
Hogs, cwt.	49.10	49.20	46.20
Beef cattle, cwt.	61.70	60.00	67.00
Calves, cwt.	63.90	64.40	73.40
Milk cows, head	1,190.00	1,200.00	1,180.00
Milk (whls), cwt.	13.20	12.90	12.80
Sheep, cwt.	24.50	28.20	29.30
Lambs, cwt.	53.00	55.40	65.30
Eggs, doz.	.54	.49	.54
All hay, ton baled	57.00	60.00	53.00
Turkeys, lb.	.36	.39	.47

Average Prices Paid by Farmers

	9/15/81	8.15/80
Beef cattle concentrated, 32-36%	$ 13.00	$ 13.80
Hog feed, 38-42% protein	15.20	16.20
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	197.00	205.00
Poultry feed, layer ration	200.00	220.00

Commodity Feed Price Rations

	9/15/81	9/15/80
Hog — corn[1]	20.6	15.9
Beef cattle — corn[1]	25.9	23.0
Egg — feed[2]	5.4	4.9
Milk — feed[3]	1.34	1.25

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera // Financing book . . . Computer class . .

New business financing booklet

Through a cooperative effort between the Iowa Development Commission and CIRAS (the Center for Industrial Research and Service at Iowa State University), a new booklet describing the various programs for financing economic development that are available from federal, state and private sources has been published.

The booklet follows the recent "Development Techniques for the '80s" seminar that was sponsored by the two groups in early October.

The new booklet contains information on programs aimed at finance, management and procurement assistance available to new and existing industry and business and development groups. Included in the publication are loan programs of the U.S. Small Business, Economic Development and Farmers Home Administrations, as well as commonly used sources of private financing.

The information for the booklet was compiled by the Industrial Development and Research Divisions of the IDC. The booklet was published by CIRAS under a grant from the Economic Development Administration.

The 12-page booklet is available from the IDC in Des Moines and CIRAS, Ames, at no cost. Ask for CIRAS-26 *Financing Iowa's Economic Development.*

Conover joins IDC

Blake Conover has joined the Iowa Development Commission's Agricultural Development And Promotion Division as promotions director. His main duties will be to organize the Fine Iowa Meats campaigns that take place across the U.S.

Conover is a 1980 graduate of Iowa State University with a B.S. degree in public service and administration in agriculture. Before joining the IDC, Conover was agribusiness manager with the Sioux City Chamber of Commerce.

TV computer class

Iowa State University is making it easy for workers to acquire basic computer knowledge through a televised home-study course to be broadcast on IPBN stations this February.

Entitled "Making It Count — An Introduction to Computers and Their Applications" the two semester hour course presents an overview of hardware and software, computer system operation, data processing terms, and introductory material on programming languages and logic. Students view televised lesson programs, mail assignments in to Iowa State, and have toll-free phone access to the campus instructor. Tuition is $90. No campus attendance nor formal university admission is required, nor is a high school diploma a prerequisite to enrollment.

More information and registration materials are available from your local county extension office or by calling toll-free in Iowa 1-800-262-3810.

Foreign business inq

Window shutters

A German manufacturer of window shutters (European style — rolling type outside windows) is seeking a U.S. partner to manufacture and distribute its products in the U.S.A. The firm believes its shutter would be a very marketable item, as it is easily installed on existing installations, saves energy, and provides security. (G91-7935J)

Japanese investor

A major Japanese bank has approached us concerning a client that would like to purchase a regional grain elevator. The client is willing to invest $20-30 million to make this acquisition. If you have an interest in exploring this, please call 515/281-3581. (J91-8420A)

Industrial cleaners

A German firm is interested in licensing U.S. companies to produce industrial cleaners and facade cleaners. These cleaners are used for

East to west with Fine Iowa Meats

A group of 16 Iowa pork producers and friends traveled to Salt Lake City, at their own expense, December 2-4 to promote quality cornfed Iowa pork through the Iowa Development Commission coordinated Fine Iowa Meats program.

The Iowa farm couples, members of the Iowa Pork Producers Association, were part of a cooperative effort among Country Pride Foods, Rath Packing Company and Albertson's Food Stores, Inc., to create consumer awareness about the advantages and quality of Iowa's pork products.

Special attention was given to the "Iowa Chop," a 1 ¼ to 1 ½ inch thick, center cut loin chop, and to ground pork, touted as an excellent all-purpose meat. The Iowans emphasized that Iowa hogs are raised on corn, not merely "finished" on it, contributing to Iowa pork's consistently high quality and flavor.

Joe Albertson, owner of Albertson's Inc., the nation's ninth largest food store chain, was on hand for part of the promotion. Albertson's Inc., has participated in several FIM promotions throughout the country.

Fresh Iowa pork was shipped by Rath Packing Company to more than 90 Albertson's stores in the Salt Lake City area. Early estimates of sales were projected around the one-half million pound mark, equal to 12,000 Iowa hogs.

This is just one of the FIM promotions throughout the country coordinated by the IDC's Agricultural Development and Promotion Division. Another group of Iowans recently returned from a successful promotion in Washington, D.C. where 1.25 million pounds of Iowa pork were sold.

uiries

cleaning silicate-bearing stone, sandstone, bricks, and clinkers, for removing incrustations and impurities caused by metals (corrosion), for impregnating all types of concrete, asbestos, cement, coatings, stones, etc., for cleaning stone facades of all types. The products have gained a considerable market share in Germany during the last 10 years. The German firm believes strongly that there is an equivalent interest for its licenses and knowledge in the U.S. (G111-9028L)

Electrical items

A German manufacturer of electrical components for the use in assembly of switches and other electrical items (primarily metal stampings, and finished components which have been cut, riveted and welded) is seeking a joint venture in the U.S.A. with an American firm in the electronics sector. The German company has $1 million to $1.5 million to invest, and would envision bringing their machines to the U.S. and forming a partnership with a U.S. firm with good distribution in the electronic sector. The German firm would also like to distribute the products of its U.S. partner in Europe. (G111-9136J)

Energy conservation

A German firm engaged in the manufacture of energy conservation devices and large scale energy plants such as electrical power plants, pipelines, and other devices which pertain to the energy field is seeking a U.S. partner. The U.S. firm should be engaged in research, development, planning and construction of energy supply plants, exhaust gas installation or pipeline construction. The German firm would also be interested in obtaining licenses, and technical know-how in the following industries: chemical, food, distilleries, producers of ethanol, pulp and paper and plastic processing. (G111-9334J).

UPCOMING TRADE EXHIBITIONS

Electric Power Generation and Distribution Equipment Trade Mission, January 4-23, 1982, Egypt, Syria, Algeria, and Morocco.

U.S. Machine and Metalworking Equipment Catalog Exhibition at IMTEX '82, February 10-21, 1982, India.

U.S. Construction Machinery and Equipment Trade Mission, February 21-March 6, 1982, Peru, Ecuador, Colombia, and Panama.

U.S. Food Processing and Packaging Equipment Catalog Exhibition, March 6-12, 1982, Barcelona, Spain.

Seventh Expo Nigeria, March 23-26, 1982, Lagos, Nigeria.

U.S. Department of Commerce's International Marketing Center's Electronic Components Exhibition, April 1-7, 1982, Paris, France.

Expo-Agricola '82 — Agricultural Machinery and Equipment Exhibition, April 15-18, 1982, Veracruz, Mexico.

U.S. Agri-Industry and Water Resources Exhibition, April 25-29, 1982, Riyadh, Saudi Arabia.

U.S. Pollution Control Equipment Exhibition, April 19-24, 1982, Taipei, Taiwan.

Inter-Expo, Industrial and Agricultural Trade Exposition, September 23-28, 1982, Miami, Florida

For additional information contact the International Division, Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, 515/281-8481 or 3138.

Iowa
a place to grow

IDC DIGEST
Nov./Dec., 1981 Vol. X-No. 11

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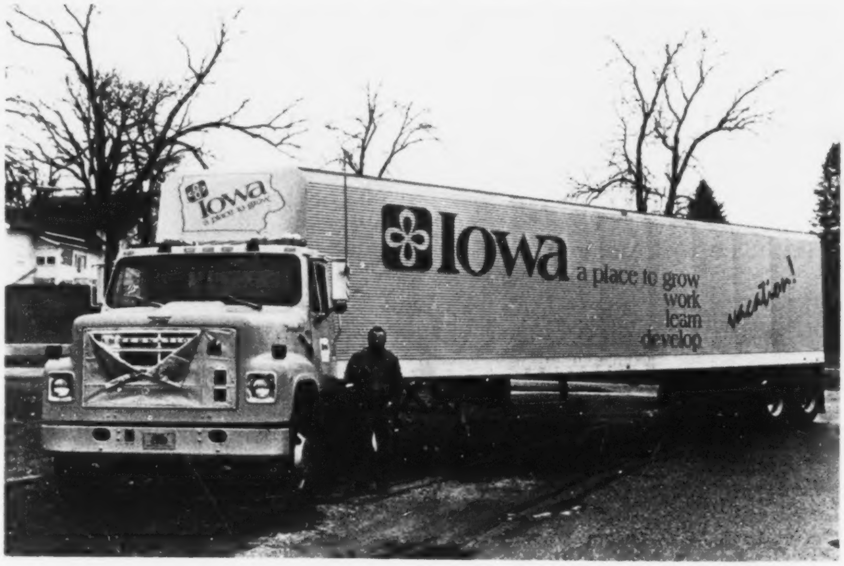
Iowa advertising on the road

Iowa has an advertisement on wheels since the Surplus Property Divison's semi-trailer truck now sports the Iowa slogan, "Iowa, a place to grow," with a few embellishments. The message is in red and blue on the silver background of the trailer.

The truck's driver, Stu Miller, was the one who came up with this idea to spread the word about Iowa. Miller travels throughout the country picking up surplus federal property for resale through Iowa's Surplus Property Division. Miller was recently chosen State Employee of the Month for his idea of painting the truck, "along with some other projects I've gotten myself into," he said. Miller has worked for the state since the spring of 1978.

The Iowa Development Commission's Public Information Division took care of the details of having the truck painted. Total cost came to $500, and this new ad has nearly unlimited circulation.



The Iowa Surplus Property Division's truck now sports advertising for the state. Stu Miller, the truck's driver, had the idea of using the truck for advertising and the Iowa Development Commission's Public Information Division designed the artwork and took care of having the truck painted.

S2780-2

Iowa Development Commission

Digest

January, 1982

Iowa

A tradition of excellence

1981 Iowa
Development Commission
Annual Report

BEST AVAILABLE COPY

Iowa

Administration

Within the Iowa Development Commission, the Administrative Services Division provides overall coordination among the individual IDC division's programs to ensure consistency. In addition to the coordination function, the division serves as liaison with the Comptroller's Office, the Executive Council, the Legislative Fiscal Bureau and Legislative Service Bureau.

Welcoming the new director

During the past year, the most significant area of responsibility involved the briefing and orientation of the agency's new director, Bill Bestmann. He officially joined the IDC staff March 1.

One of the dominating factors facing the Iowa Legislature this past year was the recessionary conditions which the state's economy has faced. For the fiscal year which ended June 30, 1981, the agency was able to reduce or modify programs to absorb the 4.6 percent budget reduction order from the Governor, a $90,000 budget reduction directed by the legislature and operate in such a manner that by the end of June, 1981, the agency was able to revert an additional $10,570 to the state's treasury.

Streamlining operations

As part of the division's ongoing efforts to improve the internal operations of the agency, word processing equipment was obtained.

Charged with the promotion of Iowa, the IDC received more than 22,000 mail requests for information on Iowa and sent out 23,500 packets answering written and telephone requests.

Special conferences

During the year, Administrative Services represented the IDC in several special conferences. Also, Administrative Services has served as the liaison with the Governor's Economy Committee and their recommendations which pertain to the Iowa Development Commission. One of the main recommendations concerning the IDC was the suggestion to transfer the Marketing Division of the Iowa Department of Agriculture to the commission. After deliberating, the Legislature decided to leave the Marketing Division within the Department of Agriculture, but required the department and the IDC to enter into a 28E Agreement, designed to prevent duplication of services or programs.

Hosting foreign visitors

In addition to having special projects assigned by the IDC Director, Administrative Services has assisted the Governor's Office in hosting foreign dignitaries visiting the Hawkeye State, served as the liaison with the Iowa Chamber of Commerce Executives and coordinated the agency's planning and budgetary processes.

Dear Iowans:

A combination of high interest rates and low agricultural commodity prices during 1981 put the squeeze on many sectors of the Iowa economy, including Iowans' pocketbooks. Many workers have been presented with the frightening reality of indefinite layoffs from their jobs.

Iowa, however, does not have a corner on this recession. In fact, we in the Hawkeye State are holding our ground much better than some of our neighbors. Traditionally, Iowans do not back away from a challenge; we have met the challenges of 1981 head-on.

Iowans continued to be national leaders in many fields during the past year, in spite of all difficulties. Iowa's farmers led the nation in corn production for 1981, and ranked second in total yield for soybeans. Iowa was again a leader in international trade, with the latest figures available ranking Iowa number one in total exports per capita in the nation. An additional 240 new and expanding industries called Iowa home as of 1981, and a record number of travelers stopped at Iowa's seven interstate tourism information centers. The Iowa Development Commission is working in all of these fields to increase their contribution to the Iowa economy.

National and worldwide fluctuations in the economy are a fact of life. Our task is to expand the state economy, a healthy mix of agriculture and industry, to lessen the impact of recession and to take advantage of growth opportunities. Alone, the IDC cannot accomplish these objectives. But with cooperation of Iowans in all segments, we can succeed.

A good example of cooperation is the Iowa Community Betterment Program, the largest program of its type in the nation. During 1981, nearly 200 Iowa communities pulled together to work on volunteer projects designed to make their communities, and the entire state, a better place. Vice President George Bush took time to stop at the 1981 Recognition Day ceremonies, and he praised Iowans for outstanding volunteer efforts through ICB.

The key is working together through what I call the "critical alliance" — the active progressive cooperation among Iowa labor, Iowa business and Iowa government. This critical alliance is absolutely essential to the economic well-being of Iowa's future. The problems facing us are monumental, but Iowa has built a tradition of excellence and has become known as a "place to grow." By working through the critical alliance these traditions will not be broken.

W J Bestmann

William J. Bestmann

Iowa

International Office

The objective of the Iowa Development Commission's International Office, located in Frankfurt, West Germany, is to create *jobs* for Iowans through promotion of Iowa products in Europe, and by attracting manufacturing investment to the Hawkeye State.

Business in Europe is facing high labor rates, increasing social costs and political uncertainty. These elements will encourage European capital to migrate to areas of stability and greater return on investment. This will happen unless the severe step of curtailing capital exports is taken by various countries, in which case all bets are off.

Although the American dollar has climbed in value, somewhat, (it has stabilized near the 2.20 Deutsch Mark level from a high of 2.57) American manufacturing costs are increasing much slower than European costs, with the result that U.S. products will become more cost competitive than European products. Presently, only the United Kingdom has a lower wage rate than the U.S.

The United States, during this turbulent time, appears to be a future haven to many Europeans. The promised resurgence of the American economy and our commitment to free enterprise, at a time when others are reaching for a socialistic solution and greater government control, will again draw capital and investment from the rest of the world.

In 1980, three companies invested in Iowa. In 1981, activity slowed due to the factors mentioned previously — high interest rates, volatile exchange rates and the general contraction of the free world economies.

In 1981, the International Office also lost one-half of the professional staff, when Trade Director Glenn Buhr returned to Iowa in June of 1981. Since then, Paul Wagner has been handling both the trade and investment programs with the help of Administrative Assistant Gertrude Keller. There are several developments taking place in the investment area. Representatives from a European firm have been in Iowa working in the factory of one Iowa company for several months putting together a joint venture in food production — meat products. An Iowa company is in the process of planning an expansion of facilities to handle equipment from Germany to manufacture fabricated metal products. This is a new process to the U.S.

The International Office is currently working with seven Iowa companies that are seeking equity participation in their companies. Several European firms have contacted and/or visited Iowa.

A total of 96 foreign prospects developed in 1981; 50 involving joint venture, 27 license, 13 direct and six acquisition.

Ten European companies visited Iowa in 1981 seeking investments in the state. A total of 300 Iowa companies were contacted by letter outlining license, joint venture and equity agreements in 1981. In addition, such proposals are published monthly in the *IDC Digest* which is mailed to all Iowa manufacturers.

Approximately $850,000 in European money has been deposited in Iowa banks for future investment possibilities.

During 1981, Wagner traveled a good deal visiting European companies. He attended 14 U.S. Information Days or "Sprechtags" and six investment seminars. During each of the information days and investment seminars, 10 to 20 firms are visited.

The International Office has product information from approximately 250 Iowa companies on file in Europe, and is receiving more. These companies are assisted in marketing their products through advertisements placed in free commercial publications such as export-import digests, embassy publications and trade and agricultural publications in Germany and Austria.

Direct mail campaigns are also conducted. Contacts are made with interested companies, agents and distributors. More than 2,100 such letters were posted from the International Office in 1981, resulting in 146 leads for Iowa export products.

In addition, through "Information Days" and other trade shows 160 leads were sent to the International Division of the Iowa Development Commission. These leads were disseminated to Iowa manufacturers from the division. More than 1,500 letters went out to the various qualified companies.

Ten Iowa companies traveled to Europe, and were assisted in marketing and making contact with European firms.

The International Office participated in the IDC Trade Mission to Scandinavia in September, 1981, and after the mission assisted one firm on its marketing program in Germany.

In summary, the marketing of Iowa products in Europe is possible, and many Iowa firms are successful. The small Iowa firms are assisted by such a program, as they have no export division or the skills to market their products in Europe without help.

Exports create jobs. Each $100,000 in exports creates two manufacturing jobs, $28,556 in personal income and $4,000 in state and local taxes. Iowa has 234,000 workers engaged in manufacturing, 20,000 of those jobs are created by the export of Iowa products, and 5,000 to 6,000 of those jobs are created by foreign investment in Iowa, largely from Europe.

These trends will continue.

Iowa

Agricultural Development & Promotion

Ag Division works to expand markets for Iowa's commodities

Mark Fischer, of the Iowa Beef Industry Council (left), and the Iowa Pork Producers Association's Rich Degner work out of the Iowa Development Commission coordinated booth at the Food Marketing Institute show in Dallas.

The Agricultural Development and Promotion Division of the Iowa Development Commission was established to assist in the broad-based development of the agricultural industry in Iowa. The division carried out many activities and programs aimed at stimulating and expanding profit-oriented agriculture. This has been achieved through cooperative programs with the state's various commodity organizations, aggressive promotional programs, market development activities and projects that draw public attention and support the state's agricultural industry.

Fine Iowa Meats

During 1981, the ongoing Fine Iowa Meats promotional program enjoyed a successful year, coordinating seven individual promotions. A total of 635 stores were visited by 149 Iowa livestock producers. Participating producers travel, at their own expense, to the various metropolitan areas throughout the U.S. where the promotions are conducted. Using an average value of $1.45 a pound, this single program generated approximately $7.25 million in sales for the participating Iowa packers. The producer, packer and retailer all work together under the coordination of the IDC. The long-term goal of FIM is to increase consumption of Iowa meats and to establish the association of quality meat and Iowa firmly in the consumer's mind. This was the 11th year of the program.

National food shows

Another area of promotion for Iowa's quality food in 1981 was exhibiting at three national food shows. The conventions of the Food Marketing Institute, the National Restaurant Association and the American Dietetic Association put buyers and potential consumers in touch with Iowa's quality food products.

At these shows, the Ag Division sponsored a booth where division staff and food experts from the Iowa Corn Promotion Board, Iowa Beef Industry Council and the Iowa Pork Producers Association responded to inquiries from potential buyers. Also, several representatives of Iowa's food processing industry participated in the exhibit at the Food

Marketing Institute. In total, mor than 6,000 inquiries made b domestic and foreign buyers representing the retail, restaurant and institutional segments of the food industry were followed through by th staff of the Ag Division and participating commodity groups.

Since a large part of the promotional activities by the division and commodity groups take place out of the state in the metropolitan markets that offer the most potential, in early 1981 the division conducted a Mini-Food Fair to expose Iowa legislators and state officials to these promotional activities. At this get-together, commodity groups served food samples representative of their respective industry. Those in attendance learned first-hand from producers about the quality of those Iowa products and the efforts of these organizations to promote them. Governor Robert Ray, legislators and other governmental leaders attended this event to see Iowa's "sales force of food products" in action.

Iowa Turkey Federation

Carolyn Taylor of the Iowa Turkey Federation gives a turkey dish a final stir at the Iowa Food Fair, February 3, 1981. The fair was designed to show Iowans how commodity groups and the Iowa Development Commission promote Iowa's agricultural products.

Educational efforts

The Ag Division again sponsored a Farm Media Workshop. More than 60 ag leaders from around the state were interviewed by reporters from print, radio and television media. Participants felt this hands-on experience was beneficial and would enhance their roles as communicators for their respective organizations. Ironically, "CBS Evening News" reporters were in Des Moines to interview ag leaders. The reporters came to the media workshop and interviewed several Iowans. In conjunction with the Farm Media Workshop, a special session was held for staff members of the commodity organizations. This workshop was designed to enhance their public relations skills and sharpen their interviewing and writing techniques.

To help keep step with the fast changing management techniques used by today's Iowa farmers, the Ag Division teamed up with the IDC's Research Division and Iowa State University in sponsoring an Agriculture Computer Seminar. Fourteen workshops were conducted in which farmers could learn how the use of a computer could be incorporated into various farming enterprises. More than 400 people participated in this two-day event.

The Ag Division is currently working closely with the Agriculture Council of America in promoting the U.S. Farm Export Education Project. The goal of this media campaign is to increase the public's awareness of the contribution agricultural exports make to the economy.

The Foods from an Iowa Farm project, initiated by the Ag Division in 1979 as a joint effort of the IDC, the commodity groups and the Iowa Department of Agriculture, continued. Through this project a catalog of educational information from the commodity groups is made available to school nurses and teachers. This project has served as an excellent mechanism for distributing nutrition and agricultural information about Iowa's commodities to the public schools. This type of communication helps strengthen the voice of Iowa's agricultural sector.

Commodity group cooperation

The Ag Division also works with individual commodity organizations on special promotional projects. For example, in conjunction with the Iowa Pork Producers Association and the Iowa Beef Industry Council, displays and literature were developed to promote Iowa's food, in particular red meats, to the traveling public in Iowa. This information will be available in the IDC's seven tourism information centers located throughout the state.

Other activities of the division included hosting foreign trade teams, conducting market research and disseminating information for potential buyers of Iowa's agricultural products.

The Agricultural Development and Promotion Division of the Iowa Development Commission supports the growth of Iowa's farming industry and strives to improve its financial health. Through direct product promotion, assistance to commodity groups, research coordination and the development of new markets, the Ag Division and its advisory group, the Agriculture Promotion Board, work to strengthen and expand the agricultural sector of the Iowa economy.

Iowa
Community Betterment

Volunteers work for a better Iowa through Iowa Community Betterment

IOWA
DEVELOPMENT
COMMISSION

United States Vice President George Bush accepts applause from Iowa's first lady, Billie Ray, Governor Robert Ray, Senator Roger Jepsen and the more than 1,300 Iowans attending the Iowa Community Betterment 1981 Recognition Day festivities November 6, 1981. Bush praised Iowans for outstanding volunteer efforts.

Iowa Community Betterment continued to bring out the best in communities throughout the state in 1981, even though last year presented itself as one of the more challenging times for Iowa communities, as well as for the ICB staff.

The division pushed the ICB enrollment up to 199 Iowa communities and neighborhoods. The division also guided 138 communities through the process of submitting project books. And in the neighborhood category, 12 Iowa neighborhoods participated in Iowa Community Betterment in 1981, a four-fold increase from 1980. It all culminated on Recognition Day 1981 with a record crowd of more than 1,300.

A special ICB year

This past year was a special time in Community Betterment. Communities entered excellent projects and there was an outstanding team of judges. Recognition Day, held November 6 at Hilton Coliseum in Ames, was something extra special, featuring a visit from the Vice President of the United States, George Bush.

Another 1981 highlight was the series of judging workshops in July and August. In all, 34 were conducted throughout the state and a record 129 communities participated. The workshops stressed documentation, the importance of good record-keeping, good presentations to the judges and details concerning the judges' score sheet. Revised in 1981, the score sheet is designed to make it easier for the judges to accurately evaluate a community and for the community to understand how they have been evaluated.

Largest program in U.S.

Going into 1981, the Iowa Community Betterment Program con-

Peterson volunteers explain new ambulance equipment to judges Carolyn Kiper (center) and Jude Conway during ICB judging week, September 21-25, 1981.

tinued to hold the distinction of being the largest program of its kind in the country. It also had the additional, but dubious, distinction of having the third smallest staff, behind the states of North Dakota and Colorado.

For the second year in a row, the community booth displays added a lot of spirit to Recognition Day activities. Again, as in 1980, the displays gave communities a chance to promote their heritage, their accomplishments and to show their pride. The booths quickly became a gathering place for those who participated in Recognition Day to meet one another, compare notes, learn something new and hear what others are doing in the field of community development. For the first time, cash awards were given for the top three outstanding booths.

Workshops

As in the past, Recognition Day workshops on various community development topics were an important part of the successful day. The workshops were designed to fill needs identified by the communities earlier in the program year. Throughout the day, volunteers attended workshops on various ways to give downtown areas a facelift. They looked into methods of preventing crime at home, they studied ways to beef up the community volunteer program and they looked at other community development topics.

Another popular Recognition Day event was a periodic showing of a special 12-projector, computerized slide presentation from the University of Iowa called "Iowa: A Place to Grow."

Vice President Bush visits Iowa

The Governor's Leadership luncheon took on new significance in 1981 because of an appearance and speech by the second highest ranking U.S. official. Vice President George Bush praised Iowans for their outstanding volunteer efforts and said he would be asking state officials for examples of volunteer projects undertaken in Iowa. He said the project reports would be forwarded to the President's Task Force on Volunteerism as examples of how self-help, community-based projects can be accomplished. The Vice President was accompanied on his Iowa trip and Recognition Day apearance by U.S. Senators Roger Jepsen and Charles Grassley and by Congressmen Cooper Evans and Jim Leach.

IDC Commissoner Bill Riley was master of ceremonies for the awards luncheon, announcing the names of outstanding volunteers from each community in the Iowa Community Betterment Program. Iowa's first lady, Mrs. Billie Ray, presented the leadership award winners with a plaque commemorating their community activities.

Awards Banquet

During the Recognition Day evening banquet, Keith Kirkpatrick of WHO Radio, took over the microphone duties and announced the communities collecting outstanding achievement, youth and energy conservation awards. Kirkpatrick shared the spotlight with Governor Robert Ray who presented the winning communities with a plaque and check.

The 1981 awards purse totaled $23,000 with $20,000 coming directly from the Community Betterment sponsors and the remainder from the Iowa Blue Flame Gas Association for projects designed to conserve energy.

Almost all of the communities completing the ICB Program provided some documentation of the number of their volunteer hours, the amount of fund raising accomplished, grants and loans received and donated goods and services. And in 1982, there will be an effort to continue educating program members in this area.

ICB means development

The Community Betterment Division is rather proud of its accomplishments in 1981 and will strive to continue to be a working "tool" for communities of all sizes throughout the state of Iowa. Again the emphasis this year was on ICB's ability to act as a vehicle for pursuing community development. In these times of economic hardship, that will continue to be stressed.

Also, in addition to trying to maintain the largest program of its kind in the country the ICB staff's job is to ensure that Iowa's program will continue to be the *best* program of its kind in the country. If we meet with continued success in both areas, the staff's mission for future years will have been fulfilled as it was in 1981.

Iowa

Industrial Development

Iowa new and expanding industries number 240 in 1981

The nationwide recession did have an impact on the Hawkeye State during 1981, but Iowa Development Commission figures show more than 240 new and expanding industrial projects were recorded in Iowa during the past year, up 10 from 1980 levels.

New industrial locations, 81 in 1981, are down 7 percent from 1980, but expansions gained 11 percentage points over 1980 levels, numbering 160. Total capital investments from these projects came to nearly $440 million in 1981, off 32 percent from the nearly $650 million invested during 1980. A total of 5,806 new jobs were created during the past year, compared to 5,844 in 1980.

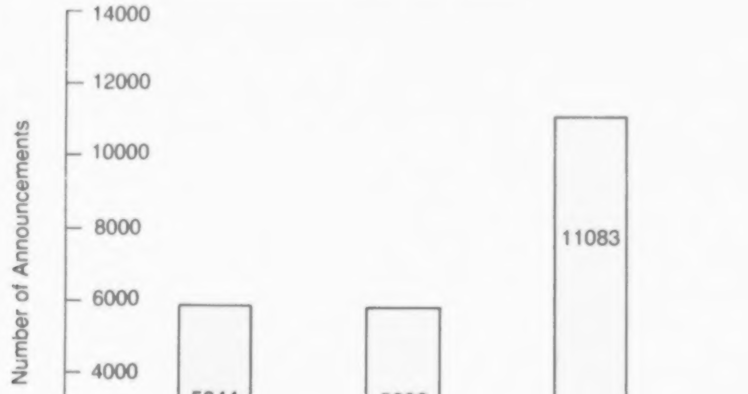
Iowa continues aggressive work

"As expected, industrial activity slowed down a little during 1981, but the figures were much better than they could have been," Ron Kraft, director of the IDC's Industrial Development Division, said.

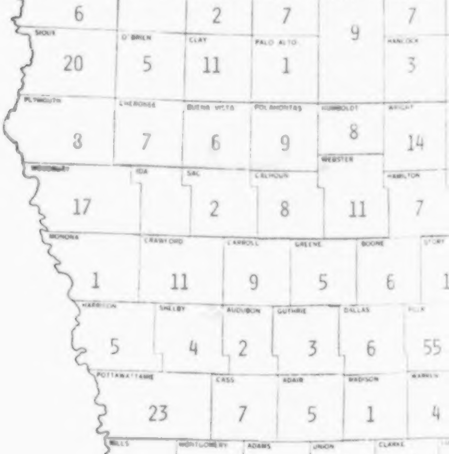
MANUFACTURING EMPLOYMENT

Anticipated job announcements

The total anticipated manufacturing job announcements are down 1 percent from 1980 and down 48 percent from the ten-year average.



NEW IND
1972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PALO ALTO
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HANCOCK
3
PLYMOUTH
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BUENA VISTA
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POCAHONTAS
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HUMBOLDT
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WRIGHT
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WOODBURY
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WEBSTER
11
HAMILTON
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MONONA
1
CRAWFORD
11
CARROLL
9
GREENE
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BOONE
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STORY
HARRISON
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SHELBY
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AUDUBON
2
GUTHRIE
3
DALLAS
6
POLK
55
POTTAWATTAMIE
23
CASS
7
ADAIR
5
MADISON
1
WARREN
4
MILLS
3
MONTGOMERY
11
ADAMS
4
UNION
10
CLARKE
5
FREMONT
3
PAGE
10
TAYLOR
2
RINGGOLD
5
DECATUR
4

TOTAL NEW INDUSTRIES: 815
***Includes branch plants and new corp**

"Competition for new industries, and the jobs they provide, becomes even more intense during a recessionary period, and Iowa continues to work aggressively. Activity was down, but we did have industries looking at, and locating in, Iowa during the past year."

Looking at a 10-year average of industrial activity, the number of new industries coming to Iowa was down 1 percent, and industrial expansions within the state were down 5 percent. Total new employment for 1981 was down 48 percent from the 10-year average and capital investments by new and expanding industries were down 1 percent.

Source of prospects

Most of Iowa's industrial prospects continue to come from companies based in the Midwest. In regard to the standard industrial classifications code, the following classes remain as the "big hitters:"

- food and kindred products
- motor freight
- transportation and warehousing
- fabricated metal industries
- machinery, except electrical

New industrial prospect activity declined to 54 in 1981, a 16 percent drop from the 64 industrial prospects that took a look at Iowa in 1980.

Available buildings

Available buildings continue to be an effective lure with which to draw industries to Iowa communities. For the past four years, more than 80 percent of the industries looking for new plant locations have concentrated on communities that have one or more buildings available for occupancy.

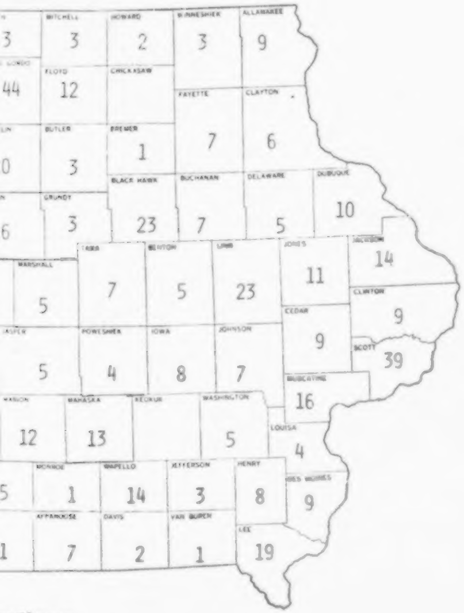
The Industrial Development Division sent out information 363 times on available Iowa buildings during 1981. A list of available buildings was published bi-monthly in the *IDC Digest*, and a special issue of the *IDC Digest*, featuring photographs and information on community or local utility funded available buildings, was published in mid-April, 1981.

A total of 48 percent of Iowa's new industries in 1981 located in available buildings, with a resulting 62 percent of all jobs created by new industrial announcements. Capital investments in available buildings accounted for 10 percent of all capital investments made by new industries during the past year. According to Kraft, these figures show that industry's preference for locating in an existing building, a trend that became evident during the 1970s, is continuing.

The average new Iowa industry for 1981 invested $769,395, added 32 jobs and located on a five-acre site.

Total land absorbed for industrial purposes was 635 acres, or two one-thousandths of one percent of Iowa's land, on which an average of nine jobs per acre was created. Capital investment came to $693,000 per acre with a 5,000 square foot facility built on that average acre.

STRIES*
1981



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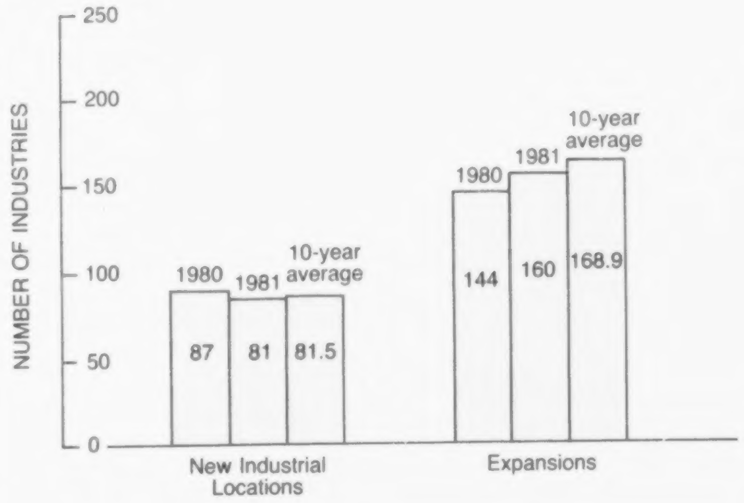
NEW LOCATIONS AND EXPANSIONS

New industrial locations are down 7 percent from 1980 and down 1 percent from the ten-year average. Expansions are up 11 percent from 1980 and down 5 percent from the ten-year average.



Iowa

International Division

South American, Scandinavian – Netherlands trade missions highlight International Division 1981 activities

Iowa manufacturers, suffering from the adverse affects of the recession, are looking overseas to expanding sales. According to recent statistics compiled by the Iowa Development Commission's Research Division, Iowa's estimated total exports for 1980 were $6.34 billion — $3.27 billion agricultural and $3.07 billion industrial. This is an increase of $1.14 billion or 22 percent from Iowa's 1979 exports of $5.2 billion. Iowa ranked number one in the nation in exports per capita and in the top 10 in total exports according to recent International Division information. Approximately 20 percent of Iowa manufacturers export compared to the national average of 10 percent. Exports from Iowa provide 122,000 export-related jobs and generate a payroll of more than $100 million annually. Each $100,000 increase in exports means two more jobs, $28,000 in personal income and $4,000 in state and local taxes.

Trade missions and trade shows

In 1981, 25 Iowa companies participated in two Iowa Development Commission-sponsored trade missions and one trade show.

The South American Trade Mission in March included 12 people representing 18 Iowa manufacturers. The mission generated an estimated potential for $10 million in new business for the Iowa firms within the next 12 months. Governor Robert Ray accompanied the mission to several stops. In September, an Iowa trade delegation including six Iowa manufacturers traveled to Scandinavia and the Netherlands.

The International Division reserved two booths for the state of Iowa at the Representaciones Commerciales trade show held at the U.S. Trade Center in Mexico City in December. Seven Iowa firms participated in the exhibition.

Trade Lead Dissemination Program

The Foreign Trade Lead Dissemination Program, initiated in 1979, is a computerized bi-weekly mailing of foreign trade leads to Iowa manufacturers interested in overseas marketing. The sales leads are matched with Iowa companies according to Standard Industrial Classification. The program was revised this year to include only six and seven-digit SIC codes, the most specific level obtainable. This has resulted in more accurate matching of Iowa products with those requested by foreign buyers/representatives.

Currently 1,463 Iowa companies are involved in the program. More than 50,000 leads were processed during 1981. Iowa is one of five states in the nation to successfully operate such a program.

Foreign Student Contact Program

The Foreign Student Contact Program is designed to promote interaction between Iowa's manufacturers and foreign nationals studying in Iowa's colleges and universities. The majority of the International Division's work with this project is coordinated through the Office of International Educational Services at Iowa State University.

Since May of 1975, 44 placements of 199 Iowa State University students from 34 countries have been made with 52 participating host firms.

1981 Governor's Conference on Export Expansion

The Ninth Annual Governor's Conference on Export Expansion was held in Des Moines, August 6, 1981. More than 160 business persons attended the event.

At the conference, eight Iowa firms were presented "Exporter of the Year Awards" by Governor Ray. Ray commended the winners for promoting Iowa throughout the world and for contributing to the health of the Iowa economy.

Iowa export assistance survey

In November of 1980, the International Division surveyed 1,000

Iowa manufacturers currently exporting or indicating interest in exporting. One of the most important items learned was that the Iowa companies involved in or interested in exporting want state government to identify export business opportunities and provide market information. In response, the International Division sought and received an Economic Administration Technical Assistance Grant of $15,000 and contracted with the International Market Information System, a computerized market data bank, to provide Iowa companies with a new and detailed source of information about foreign markets for their products. With the results of the new IMIS study, the staff will be able to identify overseas markets for Iowa products and provide the Iowa manufacturers with names, addresses and telephone numbers of major importers of their products.

Licensing survey

In September, the International Division conducted a survey of Iowa manufacturers to determine the extent licensing, or selling trademark rights and technologies, is prevalent in Iowa as a sales alternative overseas. Early survey results show the main reason for not licensing is a general lack of knowledge of the practice, according to the respondents. Of those responding that are already licensing, the average annual income from it is $600,000. The advantages of licensing can be very attractive to small firms — little initial investment is necessary, training work force is not necessary, no risk of losing investment and no after-sales service concerns. The International Division is currently planning a series of licensing workshops.

Iowa International Office

The IDC's Frankfurt Office saw an increase in activity with more Iowa companies becoming aware of the office and its usefulness in bridging the gap across the Atlantic for firms wanting European trade. (See page 3 for a full report).

Conferences and meetings

Representatives from the International Division attended two major international trade conferences in 1981, the 44th Annual Chicago World Trade Conference sponsored by the Chicago Association of Commerce and Industry and the Center for International Business' Eighth Annual International Trade Conference in Dallas.

In May the director and assistant director of the International Division traveled to Taipei, Taiwan, to attend the Second Trade and Investment Forum jointly sponsored by the USA-ROC (Republic of China) Economic Council and the Republic of China Board of Foreign Trade.

In October, the division's market coordinator traveled to Atlanta, Georgia, to attend the Fifth USA-ROC Joint Business Conference.

In cooperation with the U.S. International Trade Administration, the International Division co-sponsored the "Doing Business with the European Economic Community" seminar held in Des Moines in September. Eighty-four business executives attended the seminar where they learned how to establish sound trading operations with the Common Market countries.

In October, the International Division co-sponsored an "International Trade Workshop" in Cedar Rapids.

Foreign visitors

International visitors from Nigeria, Canada, Japan, South Africa, Austria, United Kingdom, Peoples Republic of China, Zambia and Taiwan met with the International Division staff in 1981. The division staff provided the visitors with information on Iowa products, arranged plant tours and scheduled appointments with prospective Iowa suppliers.

1981 Exporter of the Year Award Winners

Black Clawson Hydrotile Co., Nashua
Intraco, Oskaloosa
Iowa Mold Tooling Co., Garner
Iowa Precision Industries, Cedar Rapids
Ritchie Industries, Conrad
Stadiums Unlimited, Grinnell
Triple F Inc., Urbandale
Vanmark Corporation, Creston

Iowa

Tourism and Travel

Travelers stop at IDC Information Centers in record numbers

If Iowa's economy had been more closely tied to its travel industry, 1981 might have been a much better economic year in the Hawkeye State.

Interstate information centers

A record number of travelers used Iowa's seven interstate tourist information centers during the 1981 summer session, according to signatures made in guest registration books. Slightly more than 56,800 travel parties were recorded, up 13.4 percent from 1980 numbers.

Iowa also hit a new record in average travel party spending, according to an IDC survey. The 1981 figure was $207.35, for an average travel party of 3.1 people, above 1980 levels. When standard multipliers are applied to these figures, it shows that interestate travelers stopping at the seven information centers added nearly $30.4 million to the Iowa economy in slightly more than three months.

Nearly 83 percent said fuel costs did not alter their plans, and hotels and motels again rated as the type of lodging most often used. The percentage of travelers using commercial campgrounds, however, rose from 15.6 percent in 1980 to 22.5 in 1981.

The survey also indicated that travelers covered more miles on vacation in 1981 than the previous year, for an average trip of 3,212 miles, up 1.4 percent from 1980. The amount of time these travelers stayed in Iowa has also been growing with an average of 2.9 days being spent in Iowa in 1981. Iowans traveling to other spots in their home state ranked first in those who listed Iowa destinations. The top ten states providing visitors to Iowa in order of ranking were: Illinois, California, Michigan, Ohio, Minnesota, Missouri, Iowa, Indiana, Texas and Florida.

Special promotions

In its efforts to expand the number of special events held on state-owned land, the Iowa Development Commission in cooperation with the Iowa Conservation Commission held the state's second special event in 1981. The Forest Craft Festival was held at the Lacey-Keosauqua State Park in Van Buren county. The five-year-old Fort Atkinson Rendezvous is the other special event.

The Forest Craft Festival, held July 18 and 19, was an opportunity for the general public to learn more about the importance of Iowa's forests. Exhibits dealt with the forest and wood in construction, wood as a fuel, the forest and wildlife and the importance of forests to recreation. Those attending had a chance to try their skill with bucksaws and other "hands-on" activities. A number of wood craftspeople also showed their talents ranging from woodcarving to furniture building. The event was held in conjunction with the Van Buren County Summer Arts Festival. Interest and enthusiasm ran high, but a rainy weekend took a toll on the number of people attending.

The fifth Fort Atkinson Rendezvous was held September 26 and 27. This popular event brought 610 participants from five states as the 1840s fort was brought back to life with period military, craftspeople and buckskinners. The rendezvous was highlighted by a period play, a skillet throwing contest and a large number of craft demonstrations.

Rain and wind hampered attendance both days, with the number of spectators dropping to slightly more than 10,500.

Regional travel councils

Updating, reprinting and creating new brochures were the main 1981 activities for Iowa's seven travel regions. The regions were involved in the marketing of their travel attractions through advertising in the media and major newspapers.

In a continuing effort to carry their promotional message to others, regional representatives participated in the Cedar Rapids Sports Show, the Des Moines Travel Show, the sport show in Cedar Falls, the Clay County Fair and the Wigwam-N-Wagon Campers Show in Mason City, Iowa's Golden Southwest also had representation at the Omaha Sports Show. All seven regions were represented at the Iowa State Fair.

Package tour development

The Tourism Division continued to become more deeply involved in package tour development. The division completed the *Iowa Tour/Travel Planning Guide* in July which gave Iowa the first publication aimed specifically at tour planners and their special needs.

Division personnel conducted workshops to aid the private sector in efforts to attract tour packagers and planners. These workshops are designed to increase public sector awareness of the special needs of tour operators and to familiarize Iowans with the advantages of "going after" the package tour market.

Tourism representatives attended the *Minneapolis Star/Tribune* Travel-Trade Show in Minneapolis in September, the National Tour Brokers Association Marketplace in Phoenix in November and the American Bus Association Marketplace in Montreal, Canada, in December. These marketplaces provided an opportunity for face-to-face meetings with more than 80 tour brokers and bus company owners and over 100 travel agents.

The division is working with various cities and attractions to put together a familiarization tour for group travel planners. The tour is scheduled to take place in the spring of 1982. The joint effort will give group tour planners a chance to get a first-hand look at Iowa's potential for package tours.

Division activity

In 1981 the Tourism Division continued its program of surveying attractions and points of interest throughout Iowa. The project was undertaken to learn the current status of Iowa attractions and to discover or become more familiar with new points of interest. Information gained during the survey is currently being used in a new informational publication that will provide the Iowa travelers with both a map and a listing of a large number of points of interest.

Also coming on line next spring will be a new display for the seven interstate information centers, highlighting Iowa meat products. Done in cooperation with the Iowa beef and pork producers, the display will include brochures with the story of these "Fine Iowa Meats" along with recipes.

The division co-sponsored the Governor's Statewide Tourism Conference with the Iowa Travel Council on April 14 and 15, the first time in many years such a conference was held in the Hawkeye State. More than 160 participants from throughout the state attended the conference which was held in Des Moines. "How to" workshops were held, and a general feeling of unity was established. Another conference is planned for 1982.

In the spring of 1982, the Tourism Division launched the first paid advertising campaign in nine years. Iowa ads appeared in such national publications as *T.V. Guide, Woman's Day, Newsweek, Time, U.S. News and World Report* and *Sports Illustrated*. More than three million readers had an opportunity to gain Iowa travel information through these advertisements. Radio and television public service announcements were produced and distributed featuring the Forest Craft Festival and the Fort Atkinson Rendezvous.

More than $29,000 was spent on postage answering requests for travel information in 1981, and at year's end, more than 533,000 pieces of Iowa travel information had been distributed by the division.

U.S. Travel Data Center report

The Tourism Division contracted with the U.S. Travel Data Center for a statewide report on tourism spending. The report provided interesting and valuable information including how Iowa is progressing in its efforts to capture a larger share of the tourist dollar compared to other states in Iowa's national tourism region.

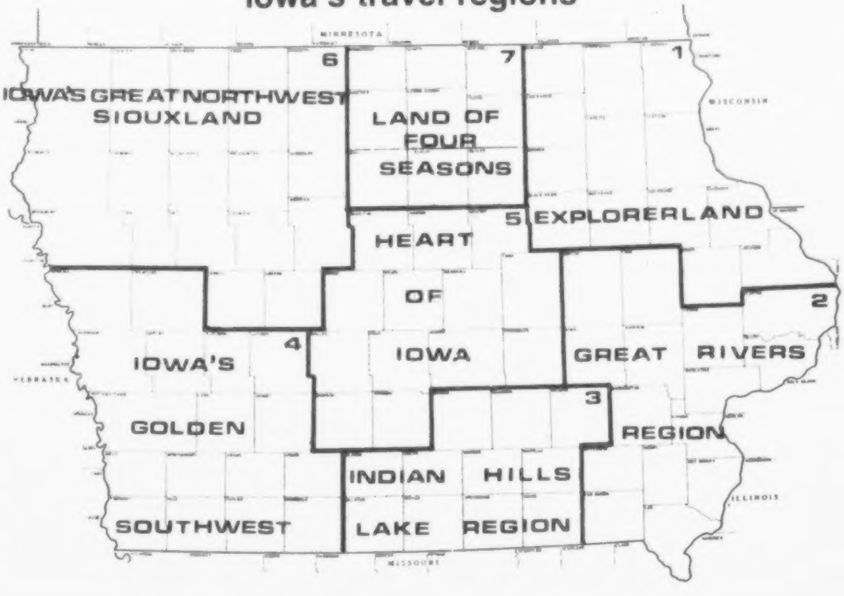
According to the survey, travelers in Iowa spent $1.5 billion in 1980, a 15 percent increase from 1979. On a per capita basis, travelers in Iowa spent the equivalent of $530 for every resident in the state. More than 54,000 jobs were directly attributable to 1980 travel spending in Iowa during 1980.

Travelers directly generated $58 million in state tax revenue through income, sales and excise taxes. Nearly $65 million was generated for the federal tax coffers and local government received $13.7 million in taxes from tourist spending. Each dollar spent by the state to promote tourism and travel was replaced by $211 in tax revenue at the state and local level.

According to the report, if travel had suddenly ceased in 1980, the number of jobs in the state would have fallen by 4.9 percent, and each resident would have had $106 less income to spend, on the average.

However, while Iowa's travel and leisure time totals are ringing up at a faster rate than ever before, comparison with other Great Lakes Region states, and the U.S. as a whole, shows that Iowa is falling behind. Iowa's growth rate in tourist spending, for example, has not kept pace with the growth in other states or even with the inflation rate.

Iowa's travel regions



Iowa

Public Information

Greater visibility and more aggressive communications projects marked the activities of the IDC and the Public Information Division during 1981.

Telling the Iowa story

A new P.I. Division project is an on-going half-hour, weekly public service radio program reaching 90 of Iowa's 99 counties. "Inside Iowa," first aired in late-July over radio stations KIOA and KMGK-FM in Des Moines. "Inside Iowa" is an informational show broadcast on Sunday mornings, devoted to exploring and relating topics of interest to Iowans. This project serves double-duty since the news department of the station takes cuts from the shows for use in weekend newscasts.

New videotape equipment for in-house public service announcement production, as well as other publicity projects, was purchased in 1981.

Truck trailers and bus benches

The Iowa message has been further told through two innovative and low cost publicity projects. Cooperating with the Surplus Property Division of the General Services Administration, the P.I. Division arranged to have the trailer and sunscreen on the semi truck which travels the country painted with Iowa promotional messages.

Through a cooperative venture of the IDC and the Buildings and Grounds Division of the GSA, a newly designed "Iowa: A Place to Grow" logo has been painted on each of the 20 bus benches lining the capitol grounds which were in need of refurbishing.

Iowa and the film industry

The division's efforts in working with the film industry began with high expectations in 1981.

One high point was the movie premiere of "Take This Job and Shove It" in Dubuque on May 14. In terms of economic impact, the film pumped $1.2 million in the Dubuque area economy during production. "Take This Job and Shove It" ultimately played in 90 percent of the nation's markets and brought in box office revenues of over $18 million, making it one of the highest grossing pictures of the year for Avco-Embassy Pictures.

Because of two industry strikes in Hollywood during the year, other prospect activity in Iowa, along with all other states, experienced a slowdown. Seven feature-length or television productions, with combined total budgets of $23.7 million, took a close look at Iowa as a possible location for their projects. Actual film production in the state was limited to several regional television spots and one national spot for Nissan Motor Company. The division also assisted in the production of an industrial film shot near Des Moines.

The division received 50 inquiries from production companies looking for information regarding filming in the state in 1981, nearly three times the number received during 1980.

Iowa on the air

The Public Information staff worked with "Country Day," a syndicated television show produced at KSTP in Minneapolis. A show on energy-related topics was aired in mid-June and picked up by television stations WHO in Des Moines, KTIV in Sioux City and KTVO in Ottumwa.

Here is a summary of Public Information's support activity during 1981:

- 49 news releases about IDC activities were written by the staff, with approximately 3,050 stories about the agency appearing in Iowa newspapers. Print media reporters interviewed the staff members about 95 times, while at least 100 broadcast media interviews were conducted.
- 137 public presentations to 4,308 people were given by commission staff. During these presentations, audio-visual programs prepared by Public Information were shown about 34 times. A total of 1,027 people viewed IDC slide shows during the year.
- 613 color slides and black-and-white photos were sold or loaned to 36 people.
- During the year the division prepared, or had a hand in preparing, 33 publications.
- The division spent considerable time helping create a new book, *Iowa the American Heartland*, published by Bankers Trust Company. The book uses many of the photographs taken for the *National Geographic* Iowa feature as well as submissions by eight Iowa photographers. The idea for the book came from IDC staff members, and it will prove to be an excellent tool in showing off the best aspects of the state.
- The division produced one public service announcement package for the Iowa Community Betterment Program.
- The division worked with *National Geograhic* magazine on the special Iowa feature which was published in May.
- The staff coordinated and publicized two workshops: The Agricultural Media Workshop, July 28 and the "Iowa's Newest Hired Hand: Using Computers in Agriculture" workshop, August 31-September 1, 1981.
- The division contacted groups participating in the Rose Bowl Parade, January 1, 1982, to publicize the state at this nationally televised event.
- The P.I. Division helped coordinate the governor's proclaiming of Iowa as the "Bicycling Capital of the Nation."
- The division helped host foreign delegations.
- The P.I. Division staff wrote several feature stories and articles on Iowa for outside publications, many with national circulation.
- Other activities included writing the entire script of the Community Betterment Recognition Day program as well as furnishing speech material for IDC staff members. ◆

Iowa Research

The Research Division's function is to provide the five IDC line divisions with data, studies, publications and other help as needed in their normal course of business. The division also has several ongoing projects.

The biennial *Directory of Iowa Manufacturers* was updated and published in 1981. The publication requires a complete census of all manufacturing firms in the state of Iowa. The directories are sold for $15 per copy and should return approximately $75,000 to the State General Fund over the biennium.

Economic data

The economy was an area of concern among Iowans during 1981. The Research Division provides monthly economic data and a quarterly Iowa index, which is published in the *IDC Digest*. Data on housing starts in 23 Iowa cities is compiled monthly and published in the Digest. This information also becomes a part of the *Des Moines Register*'s economic indicators publication.

The annual *Statistical Profile of Iowa*, compiled by the Research Division, gives an overview of the Iowa economy. This publication is provided free of charge to any Iowa citizen requesting a copy.

Fuel sales study

During 1981, the Research Division completed a study analyzing the marketing techniques used in the motor fuel retail industry. This study was particularly valuable in the analysis of the gasohol product promotion and marketing involving the IDC. This study reveals that some form of economic incentive is still needed if gasohol or ethanol fuels are to become economically viable in the marketplace.

In conjunction with this, the Iowa General Assembly enacted a tax incentive to be applied to the purchase of ethanol gasoline blended fuels. The result of the tax incentive has created a dramatic increase in the sales of the ethanol gasoline product in Iowa.

The Reseach Division has been involved with the Iowa Corn Promotion Board in establishing an organization of alcohol fuels producers. The purpose of this group is to discuss common issues that concern the development of future alcohol fuels programs.

Coal exporting study

Another study completed in 1981 concerned the cost and method of exporting Iowa coal to the world markets. The study references exporting Iowa steam coal to Japan and the Far East through the Port of New Orleans. This study has been made available to the Iowa coal industry and the Iowa coal advisory group. The Research Division has been in touch with the Japanese Counsel General regarding the possible purchase of coal by Japan from Iowa.

Early in 1981, the staff completed the report on the travel/tourism impact on the Amana Colonies. Results of the survey indicate that the Amana Society should concentrate their promotional efforts on the corridor and cities along Interstate 80.

Special events surveys

The Tourism and Travel Division, in connection with the Iowa Conservation Commission, developed a second special event in 1981, the Forest Craft Festival in Van Buren County. The Research Division did a survey among the visitors. Although the weather on the festival weekend was rainy, the comments and survey results indicated that it was interesting and very much appreciated by those in attendance.

The fifth Fort Atkinson Rendezvous was held in 1981. Unlike previous rendezvous where the Research Division interviewed and surveyed visitors, this year a serious effort was made to count every visitor to the event. The Research Division, in cooperation with the Tourism and Travel Division, obtained a count of 10,500 for the event. Poor weather during the 1981 rendezvous caused a decrease in attendance from previous years.

A survey of travelers stopping at the IDC's interstate highway information centers was conducted in 1981. (See Tourism and Travel Section for survey results).

Super Slurper

In 1981, the Research Division, in connection with the Agricultural Development and Promotion Division, sponsored a field test of a product developed by the United States Department of Agriculture called super-slurper. Super-slurper is a corn starch product with the capacity to retain 2,000 times its weight in water. The test that the IDC ran in connection with the Grain Processors Corporation and Frit Industries, was to treat seed corn and seed soybeans with super-slurper. The west-central area of Iowa (Boone, Greene and Carroll counties), where the field test took place, was selected because of their shortage of moisture at planting time.

The final field results indicated that, in corn, there was a yield increase of 8.5 percent for corn treated with super-slurper. In soybean tests, no measurable difference could be determined from those areas planted with treated seeds.

Special projects

Recognizing a new management tool, the micro-computer and computer services, the Research Division, in cooperation with the IDC's Ag Division and Iowa State University Extension Service, sponsored an agriculture computer seminar. More than 400 farmers and agri-business people attended the two-day seminar.

During 1981, the Research Division was involved in several special projects, such as the hazardous waste siting bill, tax comparison for the Interim Property Tax Study Committee and the Governor's Ad Hoc Tax Study Committee.

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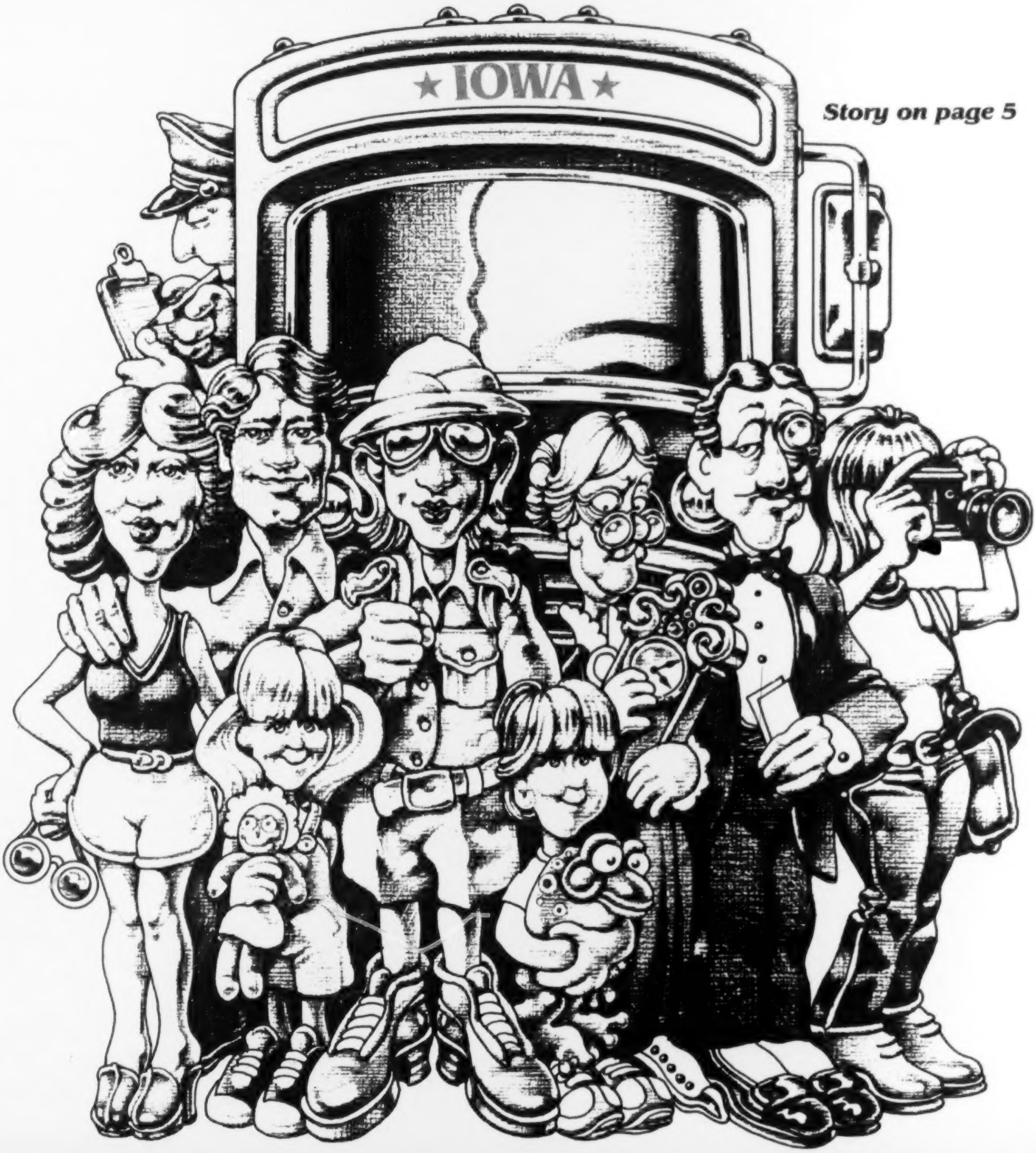
Iowa Development Commission

Digest

February, 1982

Iowa lures travel groups



Story on page 5

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,000	Des Moines	Warehousing
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Creston	Lt. Mfg./Warehousing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
35,626	Marshalltown	Construction (7 Bldgs.)
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
66,000	Council Bluffs	Process/Whse. (4 Bldgs.)
70,766	Forest City	Lt. Mfg. (3 Bldgs.)
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
94,228	Keosauqua	Manufacturing
97,000 (2 at this size)	Cedar Rapids	Spec Buildings (new)
102 000	Des Moines	Lt. Mfg./Warehousing
120,000	Boone	Lt. Mfg./Warehousing
128,000	Newton	Manufacturing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
196,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
250,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated on communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Development staff. It just might be the most important call you can make for your community's sake. ✤

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A message from the Crime Prevention Coalition, this publication and The Ad Council

Ad Council

Fine Iowa Meats travels west

Iowans have been traveling to metropolitan areas throughout the U.S. for the last 10 years promoting corn-fed Iowa meats through the Fine Iowa Meats program. Survey results show that demand for Iowa meats jumps during the promotion. After the Iowa meat producers leave, the demand goes down slightly and stays at a level higher than before the promotion. More than 40 million pounds of Iowa meats have been sold during Fine Iowa Meats promotions.

Nearly 140 Iowa pork producers gathered at the Savery Hotel during the second night of their annual Iowa Pork Producers convention, January 27, to talk about their experiences on FIM trips, the program in general and pork production.

The Fine Iowa Meats program is continually being tailored to changing market conditions, and is strong and positive according to Iowa Development Commission Agricultural Development and Promotion Division Director Dennis Harding.

"The IDC continues the FIM program because it is a way for producers to actively help develop markets for their product," Harding said. "Along with expanding markets, Fine Iowa Meats trips give meat producers, retailers and packers a chance to get together and learn from each other."

Recent FIM trips include Phoenix, February 4-6, with Wilson Foods Corporation and 35 Phoenix-area Fry's Food Stores. Early estimates show sales of 600,000 pounds of Iowa pork.

In early March, 20 Iowans will be visiting the northeastern U.S. to promote Iowa meats, and more promotions are in the planning stages for the balance of 1982. ◆

Hansen heads Ag Promotion Board

Governor Robert Ray named Oliver Hansen of Durant as the new chairman of the Agriculture Promotion Board of the Iowa Development Commission. Hansen is president of the Liberty Trust and Savings Bank in Durant and is involved in a family farm operation in Scott County.

Hansen is a past president of the Iowa Bankers Association, a former Iowa Superintendent of Banking and has held leadership positions in the Iowa Bankers Committee and the American Bankers Association Agricultural Division. Hansen holds a degree in Animal Science from Iowa State University.

The nine-member Agriculture Promotion Board works as an advisory group to the IDC staff and was appointed by Governor Ray to promote all aspects of agriculture in the state. The Ag Pro Board changes its focus and direction as the needs of Iowa agriculture shift. Previous emphasis has centered on transportation, livestock production, marketing products, improving agriculture's image and developing foreign markets for Iowa commodities.

The Ag Pro Board is composed of members representing every segment of the agricultural community, from producers to distributors to processors. The members, along with Hansen, are: Don Gingerich, Iowa Pork Producers Association president; Holly Higgins, University of Iowa student from rural Traer; Madeline Meyer, producer from Odebolt; Jim Mullins, producer from Corwith; Max Naylor, producer from Jefferson; Mark Pearson, WHO-Radio farm broadcaster; Charles Robertson, Hy-Vee retail operations assistant director and Marvin Walter, Carriage House Meat and Provision Co., Inc. president. ◆

Iowa Development Commission Agricultural Development and Promotion Division Director Dennis Harding, (left) and Agriculture Promotion Board Chairman Oliver Hansen share a laugh at the Fine Iowa Meats Trippers Reunion, January 27 in Des Moines.

EXIM Bank offers lower interest money to small manufacturers

Recent changes in the Discount Loan Program from the Export-Import Bank now allow small manufacturers to finance 85 percent of the contract value of U.S. exports for one to five years at 13 percent. Formerly, financing at this rate was only available to major manufacturers.

Financial help for exporting

The goal is to assist smaller manufacturing companies in exporting. Small is defined in this program as companies which together with affiliates, subsidiaries and parent companies had total gross annual sales of $25 million or less in the previous fiscal year. Evidence of sales volume and company affiliations must be submitted with the application. Export management companies, agents or exporters of record are eligible, providing the eligibility of the manufacturers is established.

More than 300 banks participate in the guarantee program. A list of participating financial institutions can be obtained by calling the EXIM Bank, 800/424-5201. Bankers may also call that number to find out how their bank can participate in the program.

13 percent rate

The current 13 percent rate is based on the EXIM Bank Direct Credit Rate of 12 percent plus the usual bank service charge of 1 percent. Export finance loan rates have been the subject of much discussion. Recently, the French agreed to raise their export finance rates 2.5 percent, allowing the EXIM Bank to raise its rates to be in line with the cost of its funds. The Japanese domestic loan rates are still low enough to make their export rate about three points (3 percent) below the U.S. rate.

The rate of 12 percent is a determined rate which happens to coincide at present with the New York Federal Reserve Bank's discount rate of 12 percent. The rate charged will be the determined rate or the New York Fed rate, whichever is higher.

The spread between the EXIM rate and a local bank's rate will not be greater than 1 percent.

Limitations

There are, however, some limitations to the 85 percent financing at 13 percent interest rates. They are:

- Maximum contract amount is $5 million.
- No limitation on the number of contracts outstanding.
- Term is 366 days to five years.
- Customer limit of $10 million per foreign buyer and all its subsidiaries in each fiscal year. This means that if the customer has reached this limit, the U.S. manufacturer cannot use the Discount Loan Program to finance additional sales.
- Prepayment is permitted, but once prepaid, the bank cannot reborrow against the commitment.
- Commitment fee is less than 1 percent, prepaid at the time of application and refunded only if the application is denied.

Bid commitments are handled differently. If a copy of the bid invitation is submitted with the application, the bank has up to 30 days after the award date, but not more than 120 days from the date of the EXIM Bank's commitment letter, to pay the commitment fee.

Contracts over $5 million

Contracts for more than $5 million will be considered on a case-by-case basis only if the U.S. exporter is facing government-supported competition. EXIM Bank will try to verify such competition through the Organization for Economic Cooperation and Development (OEDC) or the Berne Union.

Large firms, firms with sales more than $25 million, are limited to 65 percent financing of the U.S. contract value at a rate not lower than the minimum discount lending rate or the New York Federal Reserve Bank discount rate.

Small manufacturers will also be limited to the 65 percent financing at 13 percent when the contract value is more than $5 million.

For more information contact Randy LaBounty in the Iowa Development Commission's International Division at 515/281-8481 or write 250 Jewett Building, Des Moines, IA 50309.

IDC promotes Iowa stops for groups, tours

Every day more people are climbing aboard group tours, and the Iowa Development Commission's Tourism and Travel Division is promoting Iowa as a place that can make tours interesting, easy, comfortable and profitable for all.

Profits for Iowa

Profit for the state's economy is why the IDC is involved. Bringing more money into the state is the overriding goal in working with tour packagers and bus companies, according to the Tourism Division's Assistant Director Dave Kjolhede.

The IDC began promoting Iowa directly to tour packagers eight years ago, and has gradually increased its efforts to keep pace with the expanding package tour/charter group market.

"We started by joining the National Tour Brokers Association and American Bus Association," Kjolhede said. "We go to the NTBA and ABA marketplaces each year to do face-to-face selling on Iowa. We work to convince new groups to come here to travel in Iowa, and we try to slow down those already passing through the state by letting them know what Iowa has for visitors to see."

New planning guide

To make planning group tours in Iowa as easy as possible, the Tourism and Travel Division developed the *Iowa Tour/Travel Planning Guide*. The publication is aimed solely at the travel planner or packager and travel agents to provide a consolidated source of information on group travel in Iowa.

"The easier you can make it for them (travel agents and packagers), the more receptive they are to trying something new," Kjolhede said. "That was the reasoning behind the guide, and it has been well received

Package tours, charter gro

in the industry."

Recently, the Tourism and Travel Division staff has expanded efforts to work directly with travel agents. Kjolhede was selling Iowa to the 1,100 travel agents at the Minneapolis Star Tribune Travel Trade Show in the Twin Cities during the fall of 1981, and plans to repeat that effort at the 1982 show. A similar show will be held in Milwaukee, April 28, 1982, and the IDC's Tourism and Travel Division will be there letting travel agents know why their clients would enjoy a vacation in Iowa.

But luring groups of tourists to Iowa will not work unless the state's travel industry is ready, and the Tourism and Travel Division is covering that front.

A viable market

"We try to make people aware that group travel is a viable market and worth putting some money and effort into attracting," Kjolhede said. "It is a slow process, an educational process, to help them get up to speed on what they need to do for package tour groups."

Iowa has a lot to offer package tour groups including major attractions, cities and athletic events.

"Motorcoaches from all over the country come to the Pella Tulip Festival each year," Kjolhede said. "And something like the windmill at Elk Horn makes a great coffee stop. Packagers look for those unique types of things — as long as they're well done.

"The bottom line is: Is it salable and can we make money on it? For both packagers and members of the Iowa travel industry, the answer is often 'yes'."

Economic impact

The American Bus Association's Steve Kirchner estimates that expenditures from a one-night stop of a bus load of travelers to be $2,500-$3,500. Kirchner is vice president/marketing and membership programs with the ABA. That group just completed a comprehensive survey, and Kirchner said 51 percent, 192 million people, of the 373 million bus passengers were on package tours or charter trips. Of those 192 million, 17 million were on package tours and 175 million were on chartered trips, trips that may or may not include plans for overnight accommodations and tours of attractions or tickets to events.

A few years ago, according to Kirchner, people were not receptive to buses for many reasons. But he said the number of group tours and charters went up during the fuel crunch of several years ago, and that increased level has continued after the strict fuel availability problems eased.

"The private auto will always dominate, but there are a lot of long-range changes that will affect travel trends," like the shrinking size of cars, Kirchner said. "The majority of our passengers are senior citizens and young people who want to travel together."

Relationships for mutual profits

Kirchner said the ideal is for all involved in the travel industry to develop mutual relationships for mutual profit.

"Bus companies are looking to fill seats and maximize profits," Kirchner said. "Empty seats on a bus, like empty rooms in a motel, are lost forever."

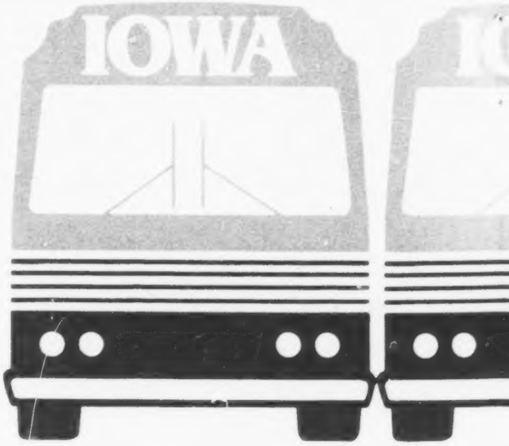
"There is no part of the country that can't benefit from the motorcoach industry," he said. "The key is to find out what's going on and promote it."

But Kirchner emphasized that there is more to it than just joining an organization like the ABA or NTBA and waiting for the buses to start rolling in. Along with travel attractions, Kirchner said cultural and sporting events, alumni group trips or student trips are all things that can spawn group tours. He said it is important to identify these types of attractions or events in a particular area, find out who to contact concerning group travel and then promote the area.

"What might seem like the most least likely event or destination can turn out to be the best (for a group)," he said. "It is a definite advantage for people in an area around an attraction or event to get the word out to others about what they have to offer groups."

Promoting Atlantic motel

Marlin Wise of the Best Western Country Squire Motel in Atlantic is doing just that. He said that friends in the motel industry in other parts



ups mean money for Iowa

of the U.S. convinced him to go after the group tour market.

"When times get tough, you work a little harder," Wise said. "If we tell them (packagers and bus companies) that we have something down here for them, they'll stop."

But, you have to know who to contact, and Wise said that's why he joined the NTBA.

"We know there is a market with bus tours, and we are trying to promote it further, so we joined the tour brokers association," Wise said. "Before, we had bus tours coming in and we didn't know how they found us."

Wise said his promotional work is beginning to pay off, but that it is a slow situation.

"You can't expect much response for at least two years. Right now they are booking groups for 1983."

Wise knows what his area has to offer and he is getting to know the bus market. He discovered a senior citizen tour that starts in Minneapolis and travels to the Amana Colonies, Winterset, The Grotto at West Bend and then back to Minneapolis. He is trying to convince that group to stop in the Atlantic area and see the Dutch Windmill at Elk Horn and visit antique shops in the village of Walnut. He said farm tours are also available out of Walnut.

"We're a stopover, not a destination," Wise said. "Most of our groups are senior citizens going to the Black Hills or Colorado."

Wise added that he has seen a marked increase in the amount of bus tours in recent years, and feels sure that the trend will continue "or I wouldn't be trying to promote it."

Likes groups

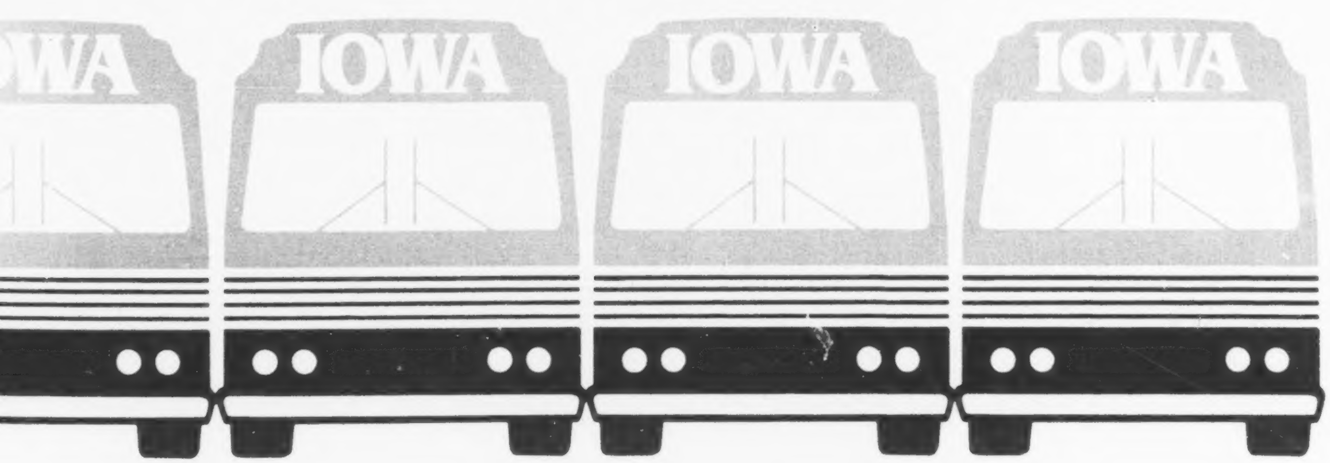
Wise has had good experiences with the tour groups stopping at the Country Squire Motel.

"Motel people like tour groups because we can have the rooms all laid out. They're up and gone early and there is no thievery, not a missing towel. They're great groups to have. I like the business."

People in all segments of the travel industry agree that group travel is on the upward swing, but that private family cars will always be the main means of vacation transportation. But that does not mean that profits cannot be found in the package tour industry. The state as a whole benefits from groups coming in and spending money within the borders. The packagers and bus companies profit when they can fill all their seats with satisfied customers and the local areas and accommodations gain when groups stop at their properties.

More are joining the ranks of promoting group tours, including individual motels, like Marlin Wise at the Atlantic Country Squire Motel, and convention and visitor bureaus in Des Moines, Sioux City and all across Iowa.

Promotion for mutual profit is the name of the group travel game, and everyone involved can be a winner.



Leaders get tastes of promotion at Iowa food fair

Iowa commodity groups promote Iowa products throughout the world. On January 18 they took time out to put on an Iowa food fair at the Hotel Fort Des Moines, giving Iowa legislators and community leaders a taste of their work. A warm aroma filled the hotel's grand ballroom as special treats were offered to those in attendance.

Iowa commodity groups involved in the Iowa food fair included: the Iowa Corn Promotion Board, the Iowa Corn Growers Association, the Iowa Poultry Association, the Iowa Turkey Federation, the Iowa Soybean Promotion Board, The Iowa Soybean Association, the Iowa Dairy Products Association, the Iowa Pork Producers Association, the Iowa Beef Industry council and the Master Lamb Producers. ♣

Iowa Pork Producers Association President Don Gingerich (center), Karen Gingerich and Iowa Secretary of Agriculture Robert Lounsberry (background) sample the fare from the Iowa Corn Promotion Board and Iowa Corn Growers Association display at the Iowa Food Fair, January 18, 1982.

Top of the Iowa

Nancy Degner and Bruce Berven of the Iowa Beef Industry Council hand out tastes of Top of Iowa Steaks and information at the Iowa Food Fair.

Governor Robert Ray samples goods from the Iowa Soybean Association and Promotion Board display at the Iowa Food Fair. IDC Chairman William Burger looks on as Delores Lang (right) and Nelva Scott fill the Governor's plate.

Iowa Ag & Business Indicators

Labor Demand and Supply[1] — September 1981

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	133	469	Iowa City	160	796
Atlantic	33	268	Keokuk	12	291
Burlington	70	458	Marshalltown	50	411
Carroll	91	355	Mason City	116	1,265
Cedar Rapids	245	1,893	Muscatine	26	407
Centerville	21	153	Newton	18	331
Charles City	13	285	Oskaloosa	25	280
Clinton	172	573	Ottumwa	70	669
Council Bluffs	212	1,326	Sheldon	54	143
Creston	86	454	Shenandoah	166	216
Davenport	274	2,179	Sioux City	769	1,027
Des Moines	679	2,634	Spencer	97	353
Dubuque	242	1,076	Storm Lake	53	198
Fairfield	27	193	Waterloo	160	1,658
Fort Dodge	404	498	Webster City	48	245
Fort Madison	47	245			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Nov. 1981	Nov. 1980
All Urban Consumers (1967 = 100)	280.7	256.2

Composite Construction Cost Index

	Sept. 1981	Sept. 1980
Composite Construction Cost Index (1977 = 100)	151.9	145.0

Business Data

	10/81	10/80	10 mos./81	10 mos./80
New Car Registration	8,364	9,854	83,456	84,557
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-11.6	38.3	37.3	123.0
Savings	19.9	58.0	-31.5	313.6
Work Force (000)	1,414.4	1,455.8	1,409.2	1,458.8
Unemployment	54.4	66.8	64.9	72.0
Rate (% of work force)	3.8	4.6	4.6	4.9
Employment	1,360.0	1,388.9	1,344.3	1,386.9

Value of New Dwellings[1] ($000)

	12/81	12/80	12 mos./81	12 mos./80
Ames	$ 50.0	$ 760.5	$ 977.0	$ 5,204.1
Bettendorf	686.7	54.8	6,381.6	6,439.5
Burlington	0	0	1,999.4	1,951.2
Cedar Falls	0	804.1	3,431.9	6,493.8
Cedar Rapids	72.7	1,126.1	5,851.1	7,607.0
Clinton	250.0	75.0	1,389.0	3,225.5
Council Bluffs	255.5	163.3	1,205.0	2,175.3
Davenport	475.2	556.0	10,257.9	12,388.3
Des Moines	3,782.5	272.5	15,274.5	16,124.0
Dubuque	0	100.7	1,361.8	3,961.0
Fort Dodge	0	30.0	937.0	4,305.0
Iowa City	366.4	552.3	9,867.0	10,456.7
Keokuk	35.0	125.0	597.0	3,772.9
Marion	0	478.5	1,389.4	6,223.4
Marshalltown	0	43.0	709.0	1,093.0
Mason City	3.0	341.0	898.3	7,036.9
Muscatine	42.0	50.0	4,069.1	7,113.8
Newton	0	0	287.8	3,760.0
Ottumwa	25.0	66.0	1,029.0	4,804.7
Sioux City	82.6	244.8	1,245.6	1,982.1
Urbandale	0	200.3	1,847.8	8,329.6
Waterloo	268.8	758.6	8,575.1	13,721.1
W. Des Moines	424.5	1,508.8	5,985.0	6,436.7
TOTAL	$ 6,819.9	$ 8,311.3	$ 85,566.3	$ 144,605.6

Monthly Retail Trade[1] ($000)

SMSA[2]	10/81	10/80	% Change From Last Month
Cedar Rapids	11,914	11,794	+ 22.7
Des Moines	21,925	21,322	+ 14.7
Dubuque	5,815	7,064	+ 17.8
Omaha/C. Bluffs	29,491	28,085	+ 15.9
Sioux City	6,101	5,874	+ 18.4
Waterloo	6,769	6,516	+ 14.7

[1] Not adjusted for seasonal variation, holiday or trading day differences.
[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	N/A	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
October, 1981	213.36	852.55
November, 1981	226.40	888.98
December, 1981	218.11	875.00

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	12/81	11/81	12/80
Corn, bu.	$ 2.15	$ 2.29	$ 3.14
Soybeans, bu.	5.82	5.90	7.76
Oats, bu.	1.95	1.94	1.98
Hogs, cwt.	38.30	41.00	44.30
Beef cattle, cwt.	53.00	55.00	61.70
Calves, cwt.	56.00	58.10	71.80
Milk cows, head	1,140.00	1,140.00	1,220.00
Milk (whls), cwt.	13.60	13.50	13.70
Sheep, cwt.	25.00	23.00	30.00
Lambs, cwt.	44.10	45.90	54.00
Eggs, doz.	.47	.62	.61
All hay, ton baled	55.00	58.00	66.50
Turkeys, lb.	.29	.34	.42

Average Prices Paid by Farmers

	12/15/81	12/15/80
Beef cattle concentrated, 32-36%	$ 12.80	$ 14.40
Hog feed, 38-42% protein	15.00	17.30
Soybean meal, 44% protein	12.50	15.50
Dairy feed, 16% protein	181.00	215.00
Poultry feed, layer ration	205.00	225.00

Commodity Feed Price Ratios

	12/15/81	12/15/80
Hog — corn[1]	17.8	14.1
Beef cattle — corn[1]	24.7	19.6
Egg — feed[2]	4.6	5.4
Milk — feed[3]	1.49	1.27

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

ISU FARM conference March 17-18 in Ames

Making soil conservation tillage methods work effectively for farmers is the purpose of a two-day educational program at Iowa State University in Ames, March 17-18, 1982. The event is the FARM (Farm Agricultural Resources Management) conference and trade show on conservation tillage, reports Min Amemiya, ISU extension agronomist.

Speaking sessions of the conference will be held in C.Y. Stephens Auditorium. Hilton Coliseum will be the site of 110 exhibits of commercial products and services related to conservation tillage. Large exhibits will be displayed in the area south of the coliseum.

The speaking program will concentrate on three areas of conservation tillage: full-width tillage, strip tillage and no-till planting.

Speakers will include ISU extension specialists, research scientists, and speakers from other institutions, agencies and industry. Also, six farmers will discuss their experiences with the three types of conservation tillage practices.

Speakers will be available in the concourse area of Hilton Coliseum for question and answer sessions when they are not making presentations.

The conference/trade show is sponsored by the Iowa Fertilizer and Chemical Association and Iowa State University. More than 5,000 people are expected to attend.

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Foreign business inquiries call 515/281-3581

Ventilation systems

A German company engaged in the manufacture and installation of large scale ventilation systems for fire protection, heating, pollution control and other processes is seeking a cooperative arrangement with a U.S. firm in a related field. The cooperation would be two-fold. First, the German firm desires to market its equipment in the U.S. with view to eventual licensed manufacture here. The second would be for the German company to market U.S. products of a related nature in Europe. Such products would be sold direct to industry. (G121-10334L)

Compactors and concrete machinery

A German manufacturer of earth and concrete compactors, and cutting machinery for concrete and asphalt is looking for an American firm to manufacture its products jointly, at least to some extent, and to distribute said products through an already existing sales network. (G129-12935J)

Electrical equipment

A large German manufacturer of electrical equipment is seeking a U.S. partner which could use expertise in cable making production. The company manufactures all types of cable: power, telecommunication, high frequency cables, cable fittings, insulated wires, cords, and other electrical equipment. (G121-10136L)

Conveying systems

A large manufacturer of conveying systems for removal of coal, coke and ash for thermal power stations is seeking to license its technology in the United States. It seeks contracts with suitable construction and engineering firms. (G121-10035L)

Insulation

A West Germany company seeks U.S. technology and possibly a licensing arrangement in new methods and systems for insulating floors and walls in buildings. These systems should be used in connection with the company's own heating tubes system, which consists of crosslinked polyethylene of high density and very high molecular weight, designed for central heating, as well as hot and cold water supplies in residential and industrial buildings. (G121-10234L)

Flagpoles

A company in Finland which manufactures flagpoles from fiberglass is seeking to license its product for manufacture in the U.S.A. The flagpoles are of various sizes, up to 54 feet. The company would supply know-how, drawings, etc., and could also supply forms and tools if necessary. (F111-9630L)

Control valves

A German manufacturer of control valves for heating systems, water pumps, and other applications is seeking to license its product for manufacture in the U.S.A. The company has developed a bypass valve for steam lines in heating systems also. (G12-0138L)

Fishing lures

A major French manufacturer of fishing lures is seeking a license arrangement with a U.S. company. The U.S. firm should be equipped with plastic injection presses and equipment and have the capability to undertake assembly, gluing and coloring of the products. (F12-0439L)

Awnings

A West German company seeks a suitable form of cooperation, such as a joint venture or partnership in the U.S. with a compatible industrial establishment for the production and distribution of awnings of various types and sizes. Preferably, business partners should be located in or have ready access to marketing channels in the following states: Arizona, California, Florida, Louisiana, Texas. The awnings produced by the firm are circular and pivot from a central point, thus eliminating the need for props and braces. (G12-0339J)

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New Ag Division posts for Harding and Broders

Dennis Harding

Lynette Broders

Dennis Harding has been named director of the Iowa Development Commission's Agricultural Development and Promotion Division, and Lynette Broders will assume the duties of assistant director.

Harding joined the IDC as a commodity representative in March, 1979. He is a 1975 graduate of Iowa State University with degrees in Ag Business and Ag Education. Before coming to the IDC, Harding taught vocational agriculture in north-central Iowa. Harding was raised on a farm in northwest Iowa where the primary enterprises were corn, soybeans and swine.

Broders, the division's new assistant director, joined the IDC in July, 1979. She is a 1979 graduate of Iowa State University where she majored in Public Service Administration in Agriculture. Her areas of emphasis included animal science, agri-business and education. Broders was raised on a farm in eastern Iowa, where she had an active part in her family's operation.

Slide shows available from the IDC

SLIDE SHOWS:

Iowa Tourism

Fort Atkinson Rendezvous

Great River Road

International Presentation

1981 Iowa Community Betterment

Fine Iowa Meats

Iowa — A Good Place to Locate (English and German versions)

Industrial Development Series:

Principles of Promotion, Principles of Prospecting, Principles of Total Community Development, Principles of Developing Industrial Sites, Principles of Transportation, Principles of Industrial Project Financing, Principles of Organization and Programming, Principles of Speculative Buildings, Principles of Existing Industry, Principles of Data Compilation, Principles of Facility Planning, Principles of Industrial Development Teams and Myths and Realities in Industrial Development.

Iowa
a place to grow

IDC DIGEST
Feb. 1982 Vol. XI-No. 2

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E. Thurman Gaskill, v. chrm. ...... Corwith
Donna Keppy, sec. .... Wilton
Steve Chapman .... Des Moines
Michael Dunn .... Keokuk
Robert H. Meier .... Ottumwa
Mardelle R. Noble .... Oelwein
F. Forbes Olberg .... Cedar Rapids
Bill Riley .... Des Moines
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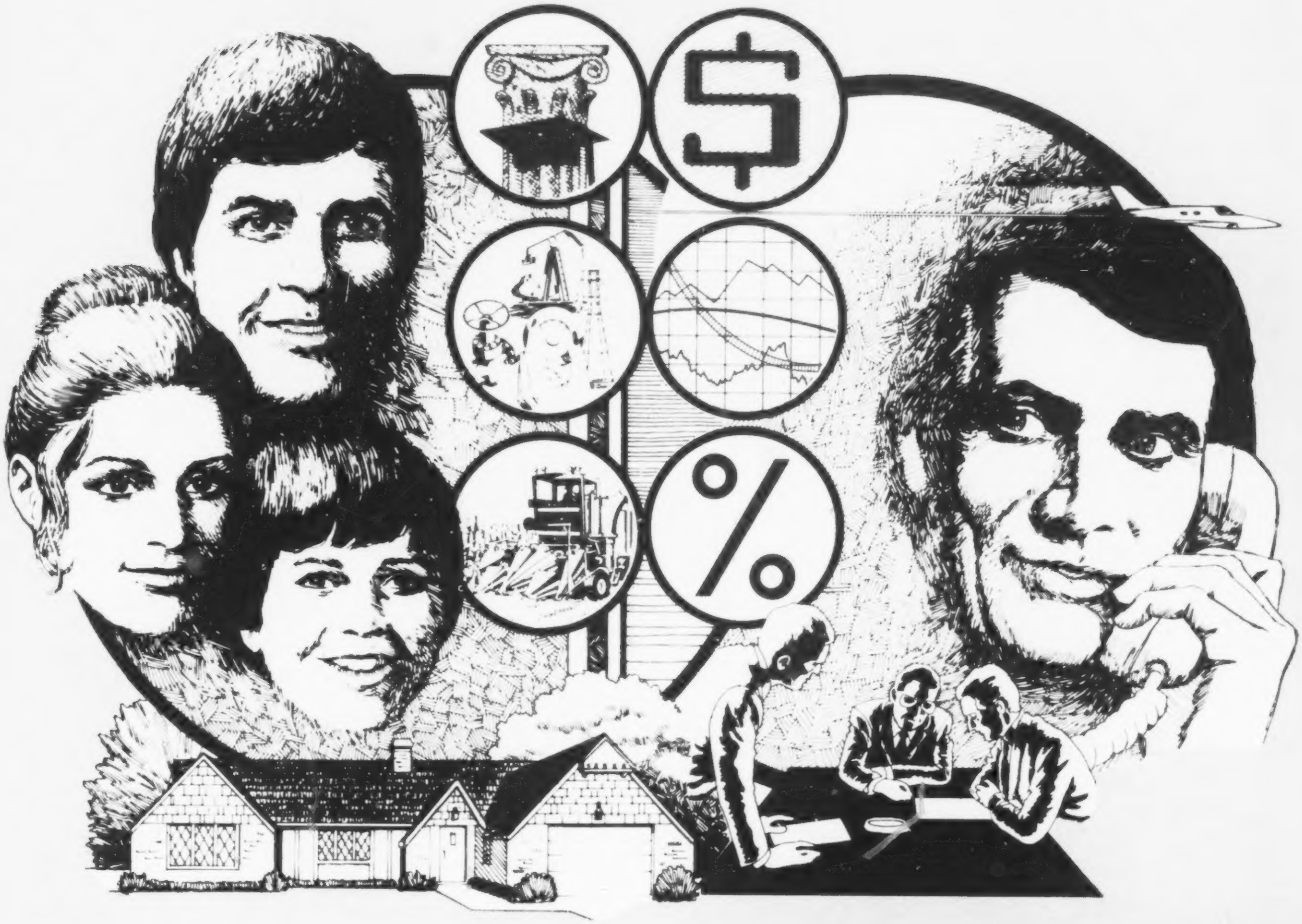
Iowa Development Commission

Digest

Special Issue

Iowa Economics: A Look Inside



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The Iowa Development Commission

Working to promote stable economic growth in Iowa has been the challenge since 1945.

The activities of the Iowa Development Commission are focused on orderly economic growth in the state. Since its inception in 1945, the function of the commission has been to maintain continued recognition of Iowa's achievements in agriculture, to provide an incentive for positive community improvement, to aid in the development of Iowa's growing industrial economy, to assist in expanding markets for Iowa goods and services through international trade, and to promote the Hawkeye State's assets in the field of recreation and travel.

IDC as a Catalyst

Through focusing on these areas, the IDC acts as a catalyst to boost the primary income sectors of Iowa's economy: agriculture, manufacturing and business, and tourism. "Primary income" is defined as those jobs and businesses that bring new money into the state. By concentrating on Iowa's primary income sectors, the IDC has been able to have a positive impact on economic growth in Iowa while spending a minimum of resources.

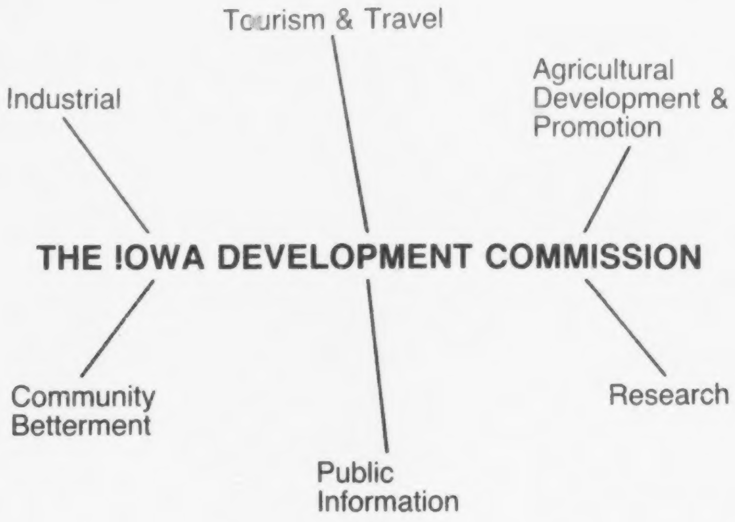
Carrying this activity one step further, healthy primary income sectors create a strong environment for secondary income sectors such as construction, retail, banking and others. Through both legislation and IDC projects, a substantial contribution has been made to Iowa's business climate. A healthy climate provides the necessary foundation for economic growth and prosperity in the primary income sectors, which in turn strengthens all areas.

The IDC's Goal

The overriding goal guiding the IDC is to bring more money and jobs into Iowa. The programs and policies of the IDC's divisions are designed with this goal in mind.

The IDC's divisions are: Administrative Services, Agricultural Development and Promotion, Community Betterment, Industrial, Public Information, Research and Tourism and Travel.

The working philosophy, that the IDC nurtures and influences the primary income sectors of the state through these divisions, has been effective and efficient for the past 37 years. By working hand-in-hand with Iowa communities, commodity organizations and many other groups, the IDC has made, and continues to make, a positive impact on the Iowa economy. ◆



Iowa's Industrial Roots

Manufacturing and agriculture have grown to become partners in supporting the economic structure known as Iowa.

Iowa was in its first throes of settlement by European immigrants during what history refers to as the "industrial revolution," the 1820s, when the lone craftsperson was making way for mass production by machines and factories. As more immigrants moved into the Iowa Territory, small communities sprang up as centers to service and supply residents of the area. Later, these service centers grew into the cities and towns we know today.

Early Iowa Communities

At first, activity in these centers dealt primarily with processing locally-produced goods and manufacturing locally-needed tools and implements, as well as other commodity goods. Soon, communities of all sizes were supporting wagon and buggy manufacturers, tanneries for processing hides for gloves and saddles and factories for farm machinery, food processors and even breweries were commonplace in rural Iowa.

As Iowa gained the advantages of statehood in the mid-1800s, the population of the state grew with the great U.S. migration to the West. In the early-1900s, Iowa's mainstay — the family farm — began a gradual shift from a self-sufficient unit to a more sophisticated, efficient and larger producer of food. Automation and mechanization propelled Iowa agriculture into the forefront of food production, while lessening the amount of labor needed to produce that food. This trend continues today.

Growth in Manufacturing

At the same time, the communities of Iowa were evolving into sophisticated service centers for a new agrarian state. Highlighting services provided by the towns was the manufacturing of products related to the agricultural economic base for each region. This growth in the manufacturing sector was an

A QUALITY PRODUCT FROM IOWA usa

© 1979 Iowa Development Commission

important key to providing jobs for an increasing population. As manufacturing expanded, its influence grew and farm products were shipped across the nation and around the world. Manufacturing and agriculture soon became partners in supporting the economic structure known as Iowa.

Creating New Wealth

The study of economics teaches us that new wealth, new money, is only created in the primary income sectors of the economy — agriculture, manufacturing, mining and fishing. Iowa, fortunately, has been able to grow and prosper because the agricultural industry, so important to the state, has led the world in developing efficient production techniques of all types with the help of individual initiative and excellent research activity. No less impressive is the history of growth in manufacturing. Worldwide demand for Iowa's quality products, coupled with more demand for support services in growing communities, created a greater need for labor in those areas than on the farms. Together, agriculture and manufacturing have served as the key sources of new money into Iowa.

An Integral Partnership

Agriculture and manufacturing have formed such an integral partnership in Iowa's economic base that our communities are dependent on these two sources of wealth to survive. Since 1920, the rural population of most Iowa counties has declined as urban communities have grown and the size of farms increased. Manufacturing can be credited with helping small Iowa communities to survive by providing jobs. The survival

The Productivity Story

One hundred years ago, 50 percent of all Americans were farmers. They struggled all day, every day, to feed and clothe the nation.

Today, less than 5 percent of us are farmers, yet we feed and clothe ourselves — and much of the world — better than ever before. How could fewer and fewer farmers produce more and more food and fiber? Productivity. Look at what's happened just in the last 36 years.

Elements of Production

Three things go into production:

1) *Land.* We've been lucky in the great quantity and quality of our land and all the things in, on and under it. But what accounts even more for our astonishing farm productivity is

2) *Labor.* Our people. Their skill, education, talent for invention and determination to succeed. Just as important is

3) *Capital.* The things we've made to help us work smarter. Our creativity in building machines and finding resources to improve productivity.

This is where the big gains in farm productivity have come from. Technology. Inventions for doing things better. Where it took a day to plow one small field with a horse, a tractor can till several large fields in the same time. Where it took hundreds of people a week to gather a small amount of corn by hand, a combine with a corn head can collect a huge amount in the same time.

Increasing Productivity

America's farmers were willing to change to new methods and machines. And the results were spectacular increases in farm productivity.

It was mainly *new tools* that increased productivity on America's farms. *New arrangements and techniques* to make work easier, improve quality, or increase quantity and *working harder or smarter* are other ways to increase productivity in all fields.

Productivity has no politics. It's as important to societies with different political systems from ours as it is to us. And productivity doesn't play favorites. While there may be some problems along the way and some hardships that must be dealt with, in the long run productivity makes the whole economic pie bigger, so that everybody's piece is bigger.

Everyone Benefits

In fact, in our complex economy — where each of us depends for so many things on the rest of us — you can't have much in the way of a productivity increase without benefitting everyone eventually, in one way or another.

And it's also true that you can't have improved productivity without involving everyone at some stage. Everyone has to understand what productivity can do for us. Everyone has to see the importance of it and cooperate to make it happen.

Productivity is based on individual commitment, but it can only make a big difference when individuals cooperate. Just one person can't strengthen our economy. But enough people working together can.

Each Individual Counts

That's why your own productivity matters so much. Like the one, solitary vote in our political system, individual productivity is the very foundation of what makes things happen in our economic system.

Years ago a famous thinker said "All it takes for things to go wrong in this world is for enough good people to do nothing." That's as true now as it was then.

But so is the reverse. All it takes for things to go right in our world is for enough good people to do their best. Together. Each of us. For all of us.

Adapted from "Productivity in the American Economic System and your part in it . . ." The Advertising Council, Inc.

of these communities is also dependent on their ability to provide needed services to rural residents, primarily farmers. Manufacturing has also played an important role in the development of our larger and more sophisticated Iowa cities.

This partnership between agriculture and manufacturing is a key to understanding industrial development in Iowa. One supports the other; both, in turn, support the state.

Community Support

We read about the local farmer who is also an active member of the board of directors of a local industrial development corporation, contributing both time and money to its efforts. And, we question his actions.

"I want my small county seat town to survive," he tells us. "I want my children to be able to come to this community for doctors, lawyers, plumbers, electricians, schools and hospitals. If my community has to depend solely on the jobs provided by farming and the retail base that supports the farming industry, it cannot continue to exist."

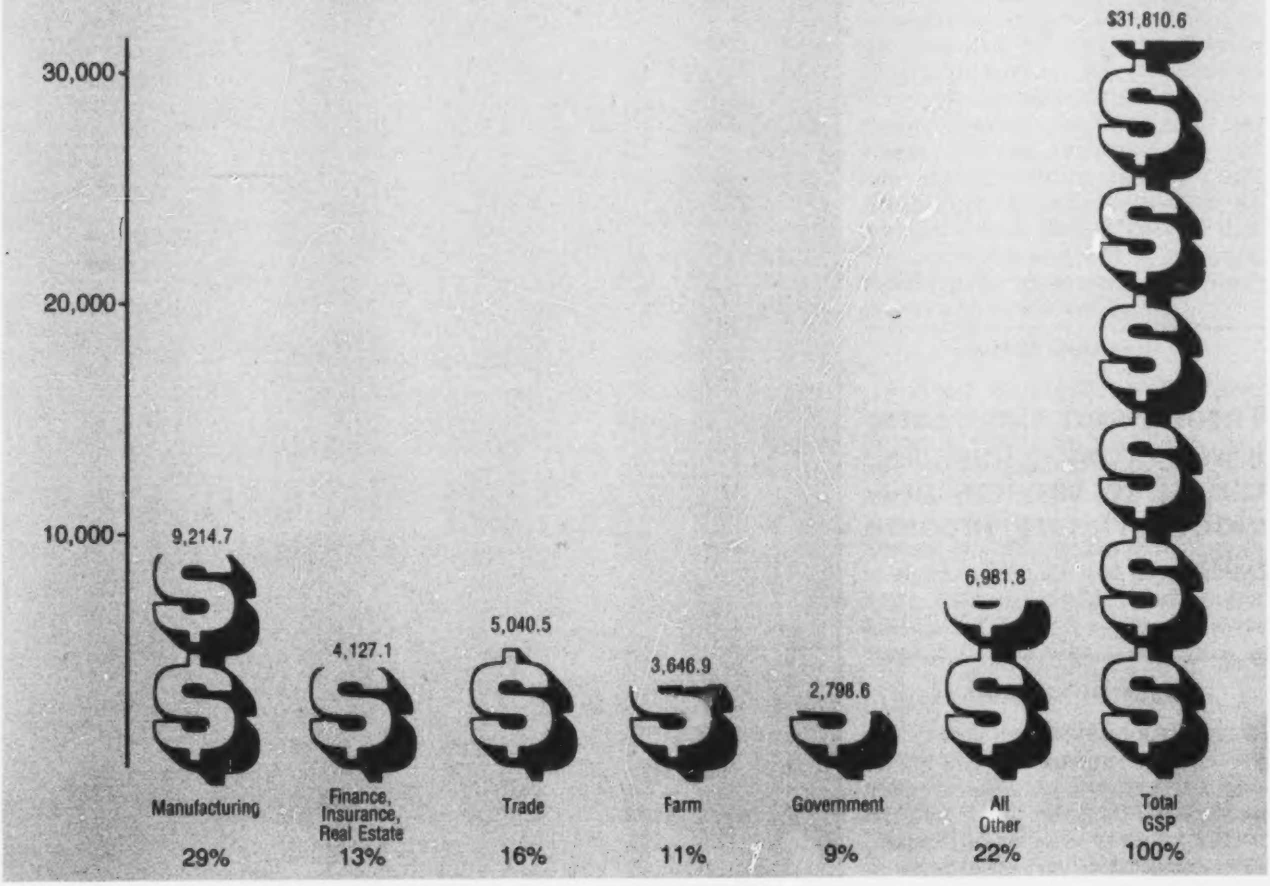
◆

Iowa
a place to grow

Gross State Product, Iowa

(current dollars, in millions) 1979

G.S.P. is an estimate of the current market value of all final goods and services produced by the Iowa economy by a methodology similar to that used to calculate the U.S. Gross National Product. The manufacturing sector is the largest single contributor to G.S.P.



Economics: L
Beyond the J

What 100 New Factory Workers

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Throughout the years, Iowa's growing manufacturing sector has provided primary income jobs.

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There are only four ways to create new wealth. They are: agriculture, manufacturing, mining and fishing. Other endeavors are merely an exchange of money, goods or services.

Keynesian economics, demand-pull inflation . . . econometrics . . . oligopoly. This is a small sample of the terms that tend to muddle up the entire science of economics . . . already difficult enough for many people to understand. And with Iowa trying to remove itself from the economic doldrums that have engulfed the nation and world, suddenly every economist has a theory and there's a theory for every economist. They quote statistics, one businessman used to say, "like a drunk uses a lamp post; more for support than illumination."

The science of economics, and the people who try to forecast or predict it, is a much-maligned area. It's a tough area for forecasts, because studying economics means studying the wants of people and satisfying those wants with a particular supply of products and services. More often than not, supply and demand aren't at equal levels. It's this disparity in supply and demand that is providing a rather anemic market for Iowa and worldly goods.

Creating New Wealth

To understand Iowa's economic problems, one has to look at how wealth in Iowa is created — where something of value is produced where it did not exist before. There are four methods of endeavor that create wealth: agriculture, manufacturing, mining and fishing. Any other endeavor is merely an *exchange* of money, goods or services.

Iowa's wealth is derived from agriculture and manufacturing. Mining in Iowa is a minor contributor to the total state economy.

In Iowa, agriculture accounts for $10 billion in cash receipts, manufacturing adds $30.7 billion and mining contributes nearly $292 million. And since Iowa can't even begin to consume all these products by itself, this wealth of products must be exported to other states and countries around the world.

Low Commodity Prices

But the cogs in this free enterprise machinery haven't been turning with the well-oiled precision of past days. With record crops becoming almost a yearly occurrence in Iowa, farmers are having difficult times coming up with more markets to handle the oversupply of agricultural products. And commodity prices have been low as a result.

An interesting marriage exists between Iowa agriculture and industry. Around 65 percent of Iowa manufacturing employment depends on agriculture to some extent. And with farm prices at low levels, that means Iowa farmers have less to spend on such big-ticket items such as tractors, implements and grain bins. And, of course, that has a depressing effect on Iowa industry, like temporary plant shutdowns and employee layoffs.

Lower Demand

And the economic ramifications become more pronounced. Since farmers, livestock producers, factory employees and manufacturers are walking around with less cash, they don't demand as many new homes, clothes, factory additions or haircuts. And once that momentum in the economy is lost, building up a full head of steam is a long, involved process.

Looking at Solutions

Suggestions for economic recovery are a dime a dozen: cut the prime interest rate so investment can become more attractive; put more money into savings, so there will be more money for investment purposes; shrink government and its services so taxes don't put the bite on paychecks, increase exports of American products to help rein the burgeoning trade deficit.

All are good, simple, practical solutions for getting the economy moving again. But one is confronted with "the chicken or the egg" theory. What simple solution comes first?

Perhaps H. L. Mencken had the economy in mind when he uttered his oft-quoted dictum that "there is always an easy solution to every human problem . . . neat, plausible and wrong."

No Simple Cures

One cannot find a simple cure by slamming on the monetary brakes or slashing government spending or balancing the budget or cutting taxes or subjecting wages and prices to government restraints or controls. In formulating policies for full employment and satisfactory growth, there is no room for one-dimensional thinking. All known causes enter the economic diagnosis of the disease and all the known cures bear on the prognosis for its treatment. Policymakers have to be concerned with the reality of "trade-offs." Every change, or solution, has *costs* and *benefits*. These must be weighed carefully.

Attitudes and Economics

What does need to come first is a consideration of how attitudes affect the recovery of an economic sector. Too often, an adversary relationship among business, agriculture, labor and government is established when times are bad . . . each group blaming the other for a less than vigorous marketplace.

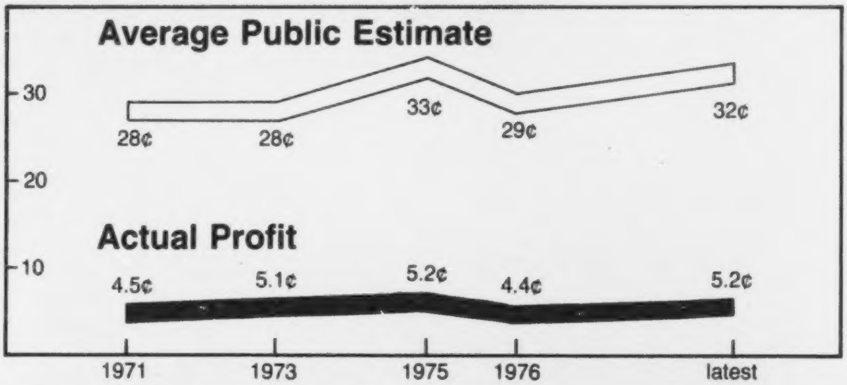
In its place needs to exist a relationship of mutual cooperation among the different sectors and awareness of the inner workings of the economy. No one need point a finger at another saying they're to blame. No one is really blameless.

James Thurber once wrote, "let's not look back in anger, or forward in fear, but around us in awareness."

Most people will say that point of awareness has been reached. Now it's time to look forward.

Manufacturer's Profits

Most people think profits are much higher than they really are. The Opinion Research Corporation has surveyed public opinions on profits, and measured them against actual profits. The public has felt for years that the average manufacturer's profits were about 30 cents on a dollar of sales (see top chart). The actual profit level has been around 5 cents on sales.

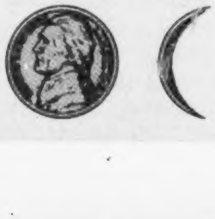


What's Reasonable

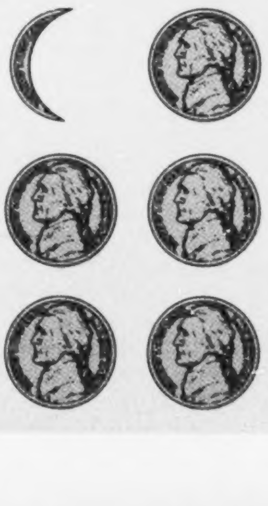
While Americans estimated that profits were 32 cents on sales in the latest survey, they felt that 26 cents would be a *reasonable* profit.

The *reasonable* profit figure of 26 cents is 5 times as much as the 5.2 cents the average manufacturer actually makes.

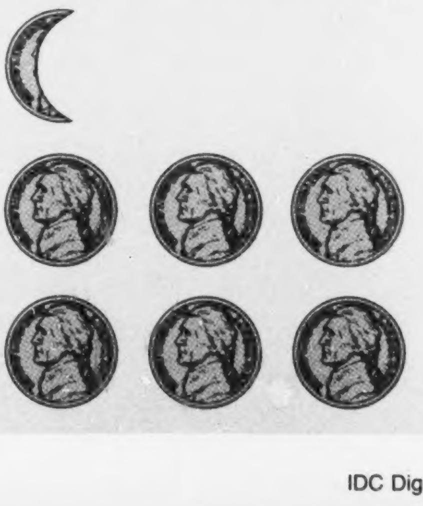
Actual Profit 5.2¢



Reasonable Profit 26¢



Peoples' Estimate 32¢



The Critical Alliance

Cooperation among business, labor, agriculture and government is the key to future improvements and growth.

Even an optimist would now grudgingly admit that all is not ideal in the Iowa economy. Because Iowa is not an island, the grip of the U.S. recession is causing higher unemployment and plant layoffs in the Hawkeye State, as well as throughout the nation.

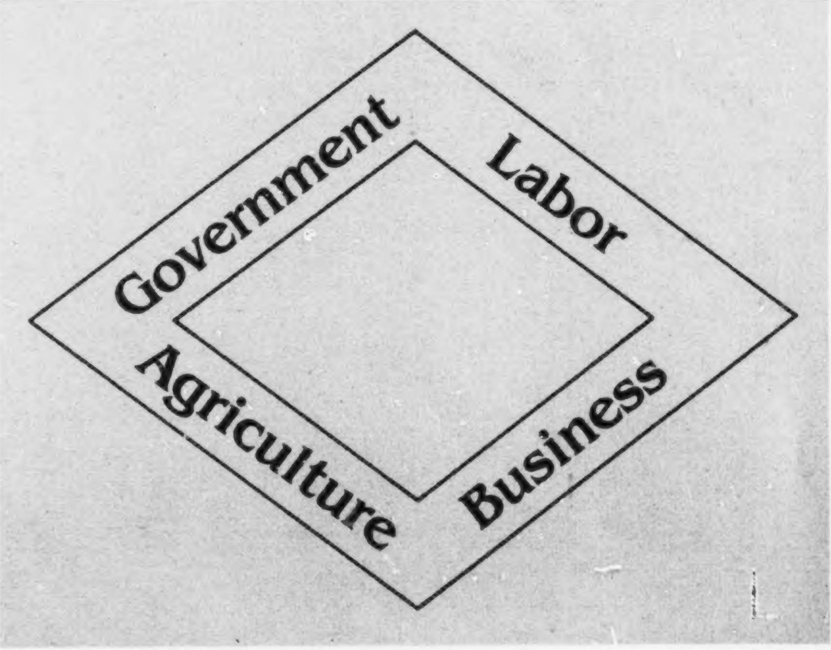
In the past, Iowans have been partially sheltered from the vacillation of national economic conditions because of our balance between agriculture and industry. Stagnation in one area was offset by stability in the other. This delicate balance has been shaken by the combination of a grain embargo, record setting crops, plant layoffs and reduced spending by the jobless.

Developing Solutions

We really have just one option. Iowans must realistically sum up obstacles and get on with developing the solutions.

Iowa is projecting a surplus of 1.5 percent of the revenue it will receive in fiscal 1982. According to a study by the National Conference of State Legislatures, 29 states predict they will end up with only 1 percent or less; 12 states say they will end up in the red.

The silver lining in the present cloud of recession is that Iowa's advantages are even more evident, even more attractive in comparison to many areas. Besides the cushion provided by our balance of industry and agriculture, which even this time has left us better off than the



majority of states, the quality of Iowa life and the quality of Iowa workers becomes extremely significant.

The Critical Alliance

People have not quit eating. They have not stopped needing the products manufactured by Iowa companies. The way out of this recession is a "critical alliance" among business, labor, agriculture and government to work together to sell Iowa products. As any experienced salesperson can tell you, a closed door just calls for another line of thinking, a new technique, adjustment to a change in needs.

Actions must include stressing our advantages, expanding the processing of raw commodities, reforming our business tax structure, beefing up our transportation system, and continuation of our precedent-setting energy policy.

Natural Resources

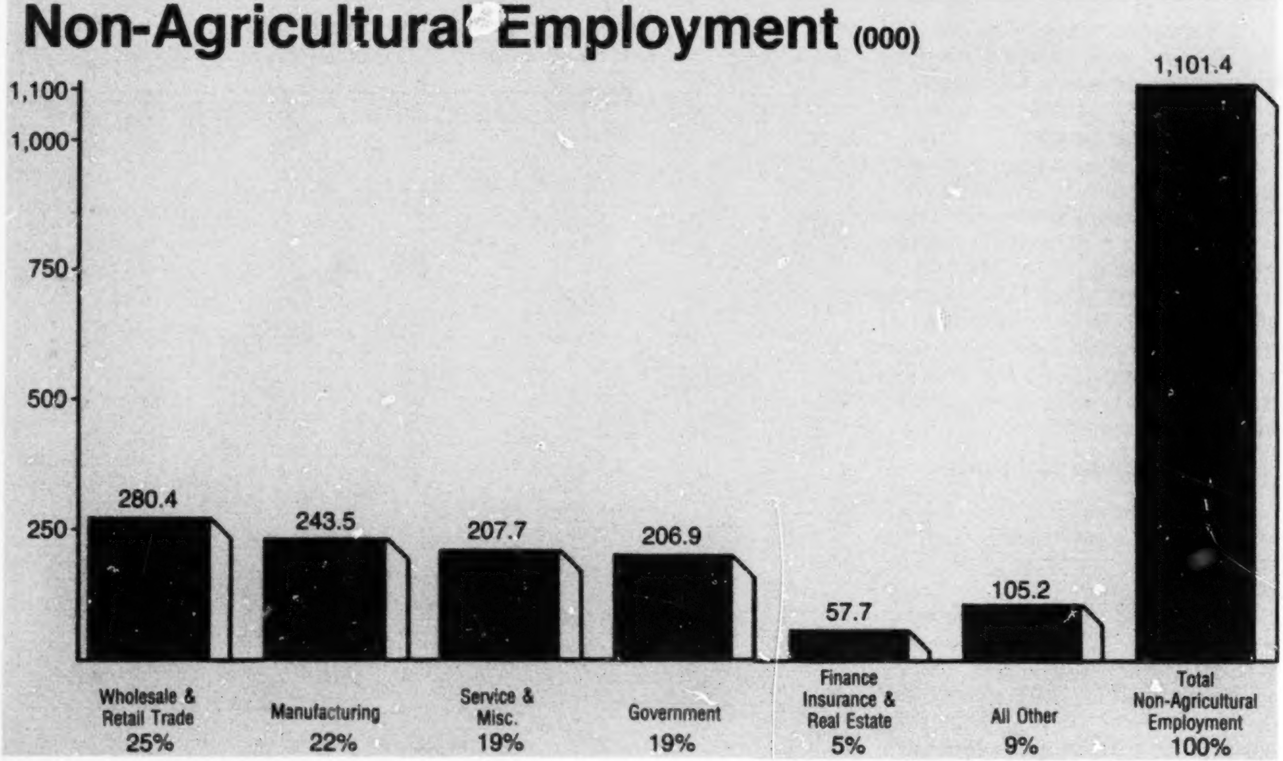
An advantage easy to take for granted is our abundant natural resources. Pope John Paul II, during his October, 1979, visit to Iowa, said, "You who live in the heartland of America have been entrusted with some of the earth's best land; the soil so rich in minerals, the climate so favorable for producing bountiful crops, with fresh water and unpolluted air available to all around you."

The quality of Iowa life can also be taken for granted. A recent article in one of the major business publications, *Inc.* magazine, ranked Iowa second in the nation for quality of life. Taken into account were such aspects of our lifestyle as quality of health care, education, low crime rate, long life expectancy, recreational facilities, cultural elements and cost of living.

Exceptional Education

Iowa education is also exceptional. We boast the highest literacy rate in the nation. More than 139,000 students are enrolled in the state's quality public and private colleges.

The strong educational background, combined with characteristics stemming from a hard-working agricultural heritage, provide a strong work force whose superiority can actually be measured in dollars. Iowa workers are 20 percent more productive than the average American worker, resulting in a yearly output of $9,887 more than the U.S. average. Iowans are independent, not afraid to do a job without being led by the hand. Figures show that the work ethic is alive and well in the Hawkeye State.



Iowa Advantages

Iowa's central location, competitive tax structure, Right to Work law, low debt per capita and strong financial community are assets that can provide future growth and profitability to companies looking to locate or expand. Industry is an essential part of Iowa's economy, with the value of industrial shipments three times that of the state's agricultural sector.

All members of Iowa's critical alliance must work together, especially during this time of economic hardship, to ensure that Iowa's tradition of excellence continues for future generations. The work has already begun.

Tax Reform

State government is making real progress on business tax reform. Governor Robert D. Ray sent a clear signal that Iowa recognizes the importance of the manufacturing sector by proposing specific corporate tax reforms in his "Condition of the State Message." The Iowa legislature has completed work on Ray's proposals which include: assessing new replacement machinery and equipment at 30 percent of its cost, adopting an accelerated depreciation schedule and continuing the phase-out of corporate personal property taxes.

Working Together

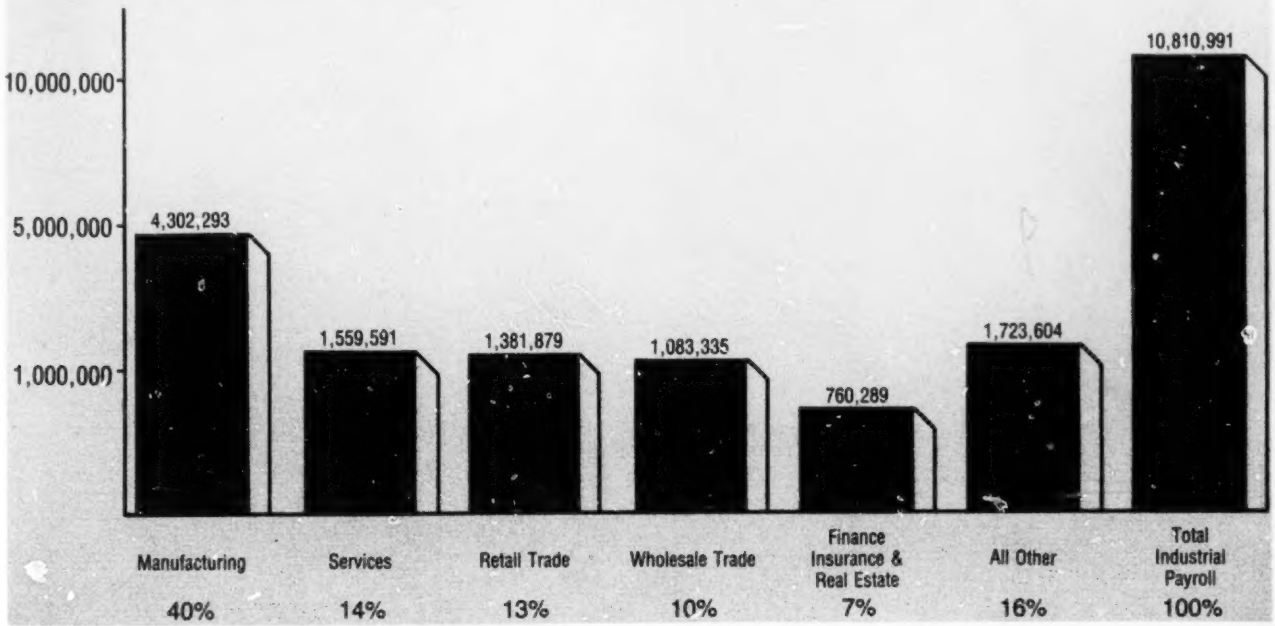
Iowa management and labor are also making strides, working together to ensure sound operations with promising futures. Several Iowa industries have negotiated new contracts with careful consideration, by both parties, regarding financial arrangements and how job security and productivity can be increased during these difficult economic times.

Iowa's farmers raising corn and beef recently voted to continue and strengthen commodity promotional programs through voluntary checkoff programs. Promotion is essential to developing markets for Iowa's agricultural products.

The things about Iowa that are special, that are coveted by others, form the message we have to communicate to others. While free from the stresses of big city life, Iowa enjoys many cultural, culinary and other "big city" opportunities. Perhaps one of Iowa's native sons said it best. "Iowa is people and land in rare harmony," according to Hugh Sidey of *Time* magazine. "Always, my heart has been drawn back to Iowa, which I now recognize to be more a state of mind and a way of life than anything else." ✤

Taxable Payrolls by Industry Group

(Annual $000)



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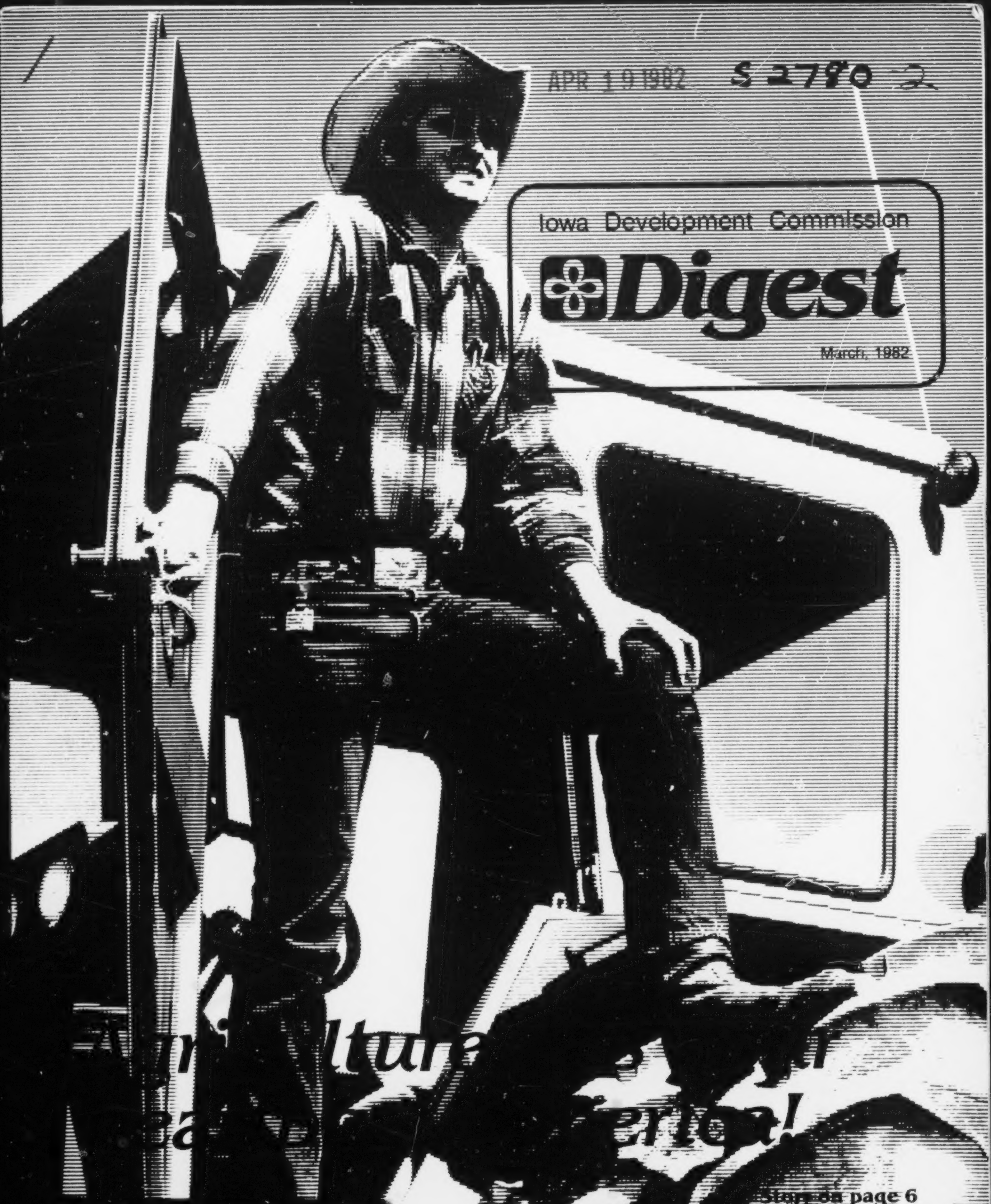

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Iowa Development Commission

Digest

March, 1982

Agriculture [illegible]
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Story on page 6

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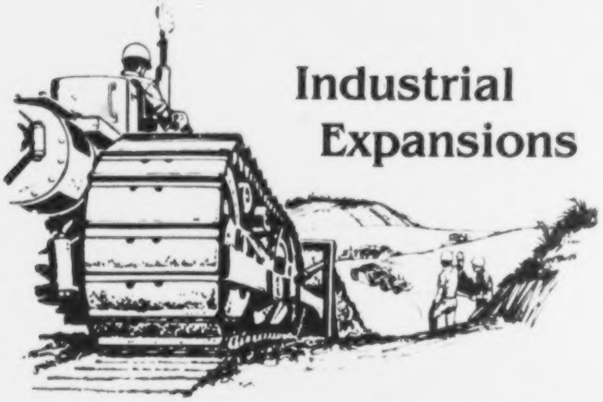


Industrial Expansions

Caterpillar leads Iowa

Caterpillar Tractor Co.

Caterpillar Tractor Co. is involved in a sixfold expansion of its Burlington plant. Caterpillar officials said that several hundred employees will work in the new plant.

This 842,000-square-foot expansion will make more room for Caterpillar welding operations, and will not affect work at other Caterpillar facilities. Officials estimate that work on this major expansion will be completed by 1984.

Caterpillar currently employs 170 people in its 145,000-square-foot plant in Burlington, where components for tractors are welded.

Caterpillar celebrated its 25th year in Iowa during 1981. Chairman Lee Morgan visited the Hawkeye State last October, as part of that celebration, and said, "This is an area of beauty . . . and an area of agricultural richness that few places in the world can equal." Morgan, a native of Illinois, added that it was a pleasure for him to come to the Quad Cities where Iowa and Illinois are joined.

Hettinga Equipment Inc.

With help from the Iowa Development Commission's International Office in Frankfurt, Germany, Hettinga Equipment Inc. of Des Moines is combining its mechanical capabilities with the chemical expertise of a West German firm to produce a new fireproof, loadbearing, thermal and acoustical barrier product, structural ceramic foam.

In order to produce this new versatile product, Hettinga Equipment plans to build a pilot plant in the central Iowa area, providing jobs for more than 200 workers, according to Lee Vrieselaar, a consultant on the project. Vrieselaar added that this plant will serve as an educational and international headquarters from which the technology to produce the new product will be sold worldwide.

"This new product can be economical for use in fireproof roofing for commercial buildings, fireproof enclosures -- such as safes, walls between multiple dwellings or hotel rooms and in many other areas, such as chimney liners and fireplace boxes," according to Vrieselaar. "Hettinga Equipment owns the patent rights and will also build machinery to produce this new product around the world."

Siebolt Hettinga, owner of Hettinga Equipment, has been involved in foam molding since 1958, and Hettinga equipment is used worldwide. Hettinga said that the IDC's International Office was an asset in making production of this new material possible. "Paul Wagner in the International Office was the coordinator between the different parties. During the course of this project, we had to deal in four different languages and four different legal systems. We used the International Office as much as we could, and Paul really helped us put it all together."

In another area, Hettinga Equipment announced the signing of a major contract with Arab nations to produce traditionally-designed building products for interiors and exteriors of buildings. Hettinga again worked with the IDC's International Office, in Frankfurt, Germany, to complete the deal.

This new operation will provide 80 jobs in Mount Pleasant, and will expand to provide work for 200 Iowans when the plant reaches full capacity, according to Siebolt Hettinga.

"We anticipated having to build from scratch, but the work will be contracted out to Scientific Applications, Inc., a former producer of urea formaldehyde foam insulation, recently banned in the U.S.," Hettinga said. "We found that the Mount Pleasant plant would fit our needs perfectly.

"A consortium of countries got together to decide how to save the Islamic traditions in architecture, being lost due to western-designed buildings erected in Arab countries," Hettinga said. "They decided that western-style architecture was not acceptable in their areas, and there are many, many buildings that can be saved using the structural foam molded shutters and screens. The woodcarvers who historically did this type of work in Arab nations are no longer available, and wood itself is very scarce in that part of the world."

Jeanine Hettinga, president of the firm, added that there are hundreds of different highly-decorative Islamic designs for the shutters and screens, and that the first order is being delivered to the king of Saudi Arabia. This order will be followed by specific designs for mosques in the Islamic world, she said.

Hettinga's unique method of manufacturing was chosen over those of major manufacturers from around the world. "We were by far the small fry, but we were awarded the contract and all tooling, design and initial production will be done

industrial expansions list

here in Iowa," Siebolt Hettinga said.

"Paul Wagner in the IDC's International Office and Joe Neugent, the negotiating attorney from Norwalk, were a real help to us in securing the contract," he added.

Sybron/Thermolyne

Thermolyne Corporation, a subsidiary of Sybron Corporation, announced that it will begin a $2.5 million building expansion program which will more than double the size of its manufacturing capacity. Approximately 74,000 square feet of manufacturing and office space will be added to the Thermolyne facility in Dubuque, where the division manufactures hot plates, stirrers, furnaces and other items for general laboratory use.

The expansion of the present facility, which was originally constructed in 1963 and added to in 1966 and 1974, is scheduled to begin around mid-April with completion expected in late 1982. Thermolyne currently has slightly more than 200 employees in Dubuque and expects that employment will increase about 10 percent annually over the next five years.

In announcing the expansion, William G. Vonberg, chairman and chief executive officer of Sybron, said, "This expansion at Thermolyne is another step in the restructuring program recently announced at Sybron. As part of that program we stated that we would begin redistributing our assets to the growth portions of our business. Thermolyne is an excellent example of a highly profitable business that has grown steadily since joining Sybron. They are a recognized leader in heating and temperature control technology and an important factor in our growing laboratory products business."

Vonberg added that Sybron is "genuinely pleased that this expansion is taking place in Dubuque. We have enjoyed an excellent relationship with the community and expect Thermolyne to remain an active ingredient in Dubuque's future."

Kenneth R. Townsend, Thermolyne president, said, "This expansion project will not only alleviate the present congestion in manufacturing and office space, but will also allow Thermolyne to aggressively develop several new product lines which are expected to reach the marketplace in the next few years."

Thermolyne was founded 40 years ago in Chicago as the Thermo Electric Manufacturing Company. In 1943 the company moved to Dubuque and began manufacturing and marketing products under the Temco trade name. In 1960 the company name changed to Thermolyne. It was acquired by Sybron in 1967 and is now part of the Sybron Laboratory Products Group, which reported sales in excess of $100.5 million in 1980. Other group companies are Barnstead, Brinkmann

. . . industrial expansions

Instruments, Erie Scientific and Nalge.

Sybron has operations in 21 countries around the world. The company manufactures instrumentation, equipment, chemicals and supplies for the process industries, laboratories and professional health market, for water and waste treatment and other applications.

Almaco

Allan Machine Company, currently located in Ames, will move to larger quarters in Nevada, according to a company spokesman. The company's owner, Gary Clem, said the move is required because of the company's continued growth and the crowded conditions at the current facility. The Nevada facility will double Almaco's current square footage.

Allan Machine company began in Ames during the last century as a blacksmith shop. Clem said consideration is being given to maintaining a repair shop in Ames.

"We've been a part of Ames for almost a hundred years, and plan to continue serving the Ames community," he said.

The company produces agricultural research equipment.

Farm-Fuel Products Corporation

Farm-Fuel Products Corporation is making ethanol in their new plant in Storm Lake. Annual production at the plant will be 3.3 million gallons of fuel alcohol. Plant officials estimate that they will need approximately 3,000 bushels of corn each day, or around 1 million bushels per year. They plan to purchase much of this corn from area farmers.

The new Storm Lake plant also has the capability to upgrade lower proof ethanol, and about one-third of its projected 3.3 million gallon output of ethanol will be from upgrading lower proof alcohols. ◆

First IDC Industrial Site Data Award winners announced

Site Data awards

The first Iowa Development Commission Site Data Awards were presented to six Iowa communities February 17 at the IDC Industrial Division's "Facility Planning: The Professional Approach" seminar.

"The purpose of the awards is to help Iowa communities learn how to present clear and usable industrial site information to prospects," Industrial Division Assistant Director/Domestic Mervyl Olsen said. "A community could have an ideal site for a company looking for a location in Iowa, but if information isn't available on that community and the site, the industry will never know about it."

Winning communities were selected from a field of 27 entrants by a panel of 11 non-IDC judges including: Dean Chandler, director of area development, Iowa Power and Light Company, Des Moines; Johnny Clark, senior economic development consultant, Northern Natural Gas Company, Omaha; Gene Holgate, industrial representative, Burlington-Northern, Inc., Chicago; Glenn Ivarsen, manager of area development and franchises, Iowa Public Service Company, Sioux City; Jim Knedler, Iowa Southern Utilities Company, Centerville; Keith McCullagh, manager-industrial development, Illinois Central Gulf Railroad, Chicago; Mark Penkert, manager-industrial development, Chicago & North Western Transportation Company, Des Moines; Paul Scott, assistant vice president-industrial development, Milwaukee Road, Chicago; Ken Seymour, project planner, Associated Engineers, Inc., Fort Dodge; John Wetzel, community development representative, Iowa-Illinois Gas and Electric Company, Quad Cities; and John White, Shive-Hattery & Associates, Dubuque.

IDC Site Data Award winners

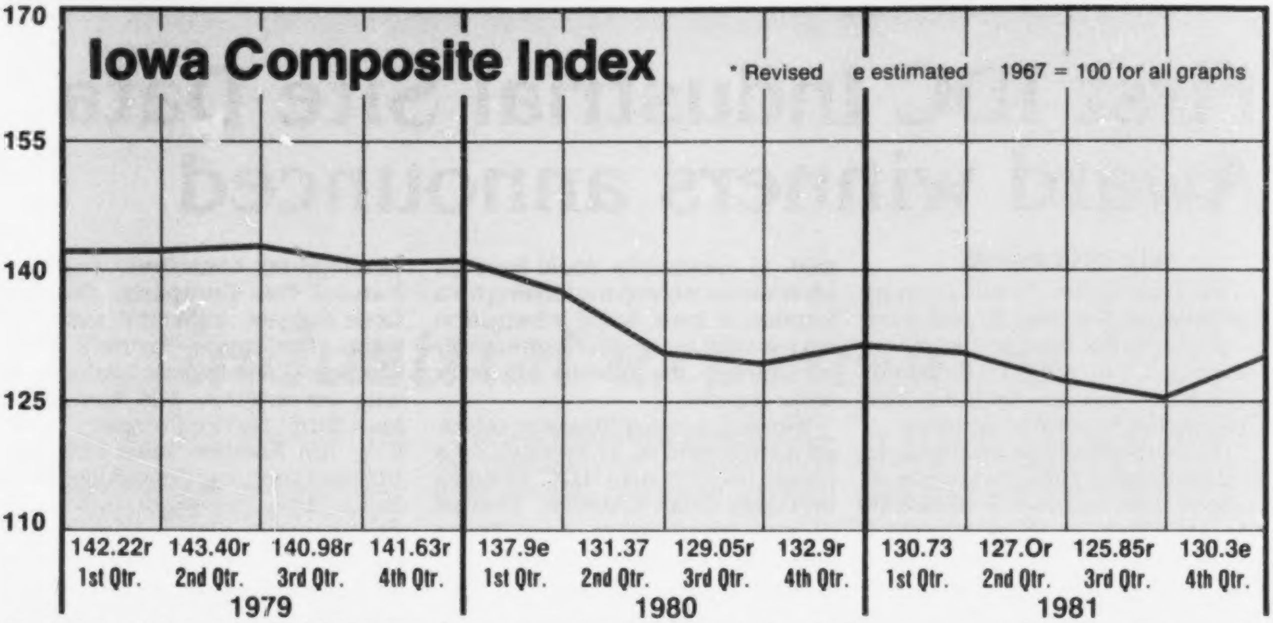
Population under 10,000	Population over 10,000
Charles City	Fort Madison
Independence	Mason City
Sioux Center	Spencer

The Industrial Site Data Award program judges go over 27 entries submitted to the Iowa Development Commission for the first competition. The program is designed to help communities gain a better understanding of the importance of clear and usable industrial site information and to recognize communities with outstanding presentations.

For judging, communities were divided into population categories of 10,000 or more and under 10,000, with three winning communities in each of the two categories. Communities receiving awards furnished the IDC with outstanding examples of reliable and usable site and facility information. The IDC Industrial Division staff uses the information to represent communities to industries looking for an Iowa location.

More than 140 people attended the two-day industrial development seminar that featured speakers with information on how Iowa communities can prepare for and serve potential industrial prospects. Main topics included "On the right track with the railroads," "Energizing the prospect," "Checking Iowa's temperature: an economic forecast," "How companies select communities and industrial sites," and a wrap-up from Ron Kraft, director of the IDC's Industrial Division.

THE IOWA ECONOMY



The slight upturn in the Iowa Composite Index is due primarily to seasonal increases in activity in the retail trade, government, agriculture and services sectors. The indexes for most sectors remained at lower levels than those of 1980.

Editorial

Iowa and agriculture go hand-in-hand

By Dennis Harding

Agricultural Development
& Promotion Division Director

Agriculture Day, a nationwide program of education and celebration to recognize agriculture's contribution to American life, was held March 18, 1982, under the theme "Agriculture: It's Your Heartbeat, America!"

This is a message vital to America's economic well-being. Agriculture is the heartbeat of the nation's economy . . . as our number one employer . . . our number one inflation fighter . . . our number one exporter.

Supporters celebrated with a week-long schedule of activities that began on Agriculture Day and conclude the following Wednesday. One highlight of the 1982 observance was the proclamation of Agriculture Day as an official national observance by the President and U.S. Congress.

Iowa and agriculture go hand-in-hand. In fact, Iowa is the second largest farm marketing state in the nation, with over $10 billion in crops and livestock sold in 1980. That figure can be broken down to $5.5 billion in livestock receipts and $4.5 billion in crops.

Various industries within the state are outgrowths of agriculture. Approximately 36 percent of all Iowans employed depend directly upon agriculture for their jobs. Two out of three Iowa workers depend directly or indirectly upon agriculture for their jobs.

Iowa ranks first in number of livestock sold. Iowa farmers produce 25 percent of the nation's pork and 12 percent of the U.S. beef supply. The value of Iowa's crop production in 1980 was more than $4.5 billion. Iowa farmers produced 22 percent of the U.S. corn supply, making Iowa the number one state in corn production. Eighteen percent of the nation's soybeans were produced in Iowa.

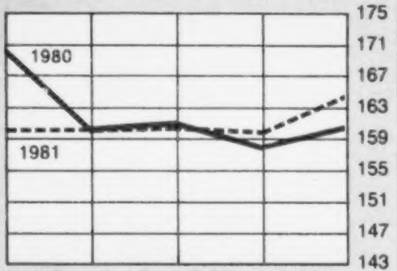
These facts demonstrate the ever increasing need for better understanding of how the lives of all Iowans and often their jobs are touched by agriculture each day. Iowa's farmers are also becoming more aware of their role of supplying food products to consumers around the world.

Because of the Iowa farmer and farmers from around the country, food is still a bargain. The U.S. citizen spends less disposable income, 16 percent, on food than any other people in the world. It is a record every American can be proud of.

It is true that farmers today comprise a smaller number of our total population than ever before. Nonetheless, agriculture is still the backbone and basic strength of our economy, and we in Iowa should be proud of the vital role we play. ♣

SERVICES (Employment, dollar volume index)

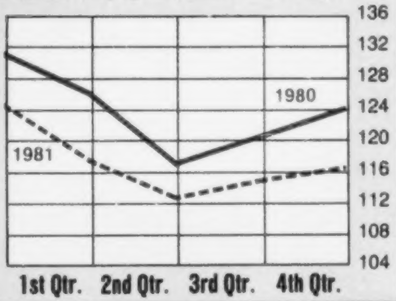
1980	1981
160.6	160.83r
161.7r	161.1r
158.8	160.13
160.3	



It is estimated that those employed in the services sector were better off in the fourth quarter due to a rise in the dollar volume index.

RETAIL TRADE (Employment, taxable retail sales)

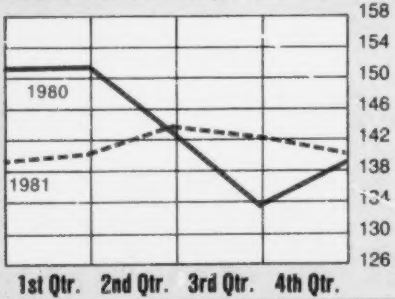
1980	1981
126.48	117.2
117.71	113.92
120.81	115.0
124.0r	116.17



Taxable retail sales were up in the fourth quarter, reflecting the seasonal (Christmas) increase. However, the overall index for the year remained at a lower level than 1980's retail trade index.

MANUFACTURING (Productivity, employment)

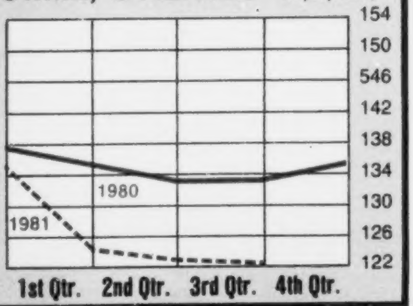
1980	1981
151.68r	141.61r
142.27r	143.18
133.87r	142.11r
139.53r	140.7e



The manufacturing index finished in roughly the same position as the previous year's fourth quarter index. Total employment was lower for the sector in 1981, however, this was offset by a higher productivity index.

TRANS., COMM., UTILITIES (Wages, employment)

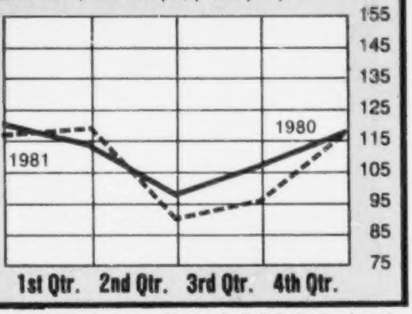
1980	1981
135.06e	121.78r
133.09r	122.9r
133.87r	122.9r
135.04r	121.34e



Wages and employment were relatively stable in all parts of the transportation, communication and utilities sector, except in the railroad industry where wages and employment levels continued to lose ground.

AGRICULTURE (Cash receipts, prices paid)

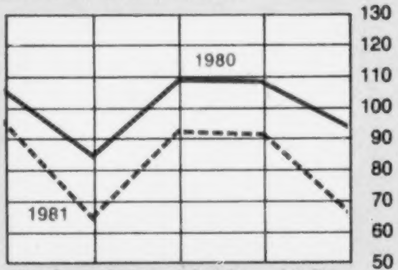
1980	1981
114.4e	119.61r
97.6r	92.5r
105.41r	95.2r
117.86	117.0e



The U.S. index of prices paid by farmers dropped slightly in the fourth quarter, while cash receipts were up over last quarter. The result: the ag index for fourth-quarter 1981 is about equal with 1980's fourth quarter.

CONSTRUCTION (Employment, value of construction)

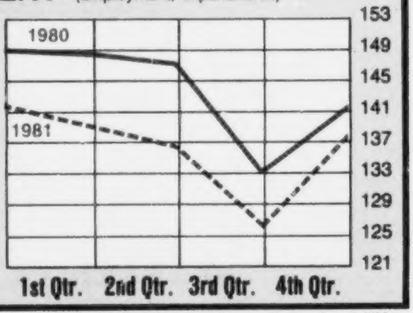
1980	1981
85.94r	65.71r
108.06r	91.11
107.35r	90.40
93.94r	67.37



Total value of construction in Iowa exhibited its seasonal drop in the fourth quarter, as did employment in this sector. The year's index paralleled 1980's trends but at a lower level, indicating a continuing overall decline in this sector's well-being.

GOVERNMENT (Employment, expenditures)

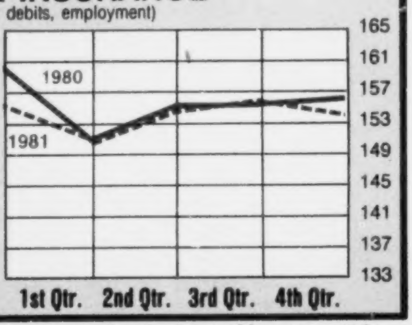
1980	1981
148.40r	138.77r
147.54r	136.77
133.35r	126.12
141.54r	137.94



Total employment in the government sector was lower throughout 1981 compared to 1980. Total expenditures were higher in 1981 but offset by inflation. The resulting index for 1981 paralleled the 1980 index but remained at a lower level throughout.

FINANCE & INSURANCE
(Insurance sales, bank debits, employment)

1980	1981
151.5e	151.52r
155.7r	155.59
155.22r	155.74
156.06r	153.78e



Steady employment in finance and real estate and insurance sectors, along with steady levels of life insurance sales in Iowa, led to a relatively stable index; eroded slightly by inflation.

IOWA
MISS MORELAND

"...and a big riverboat and a real blacksmith and a giant amusement park and..."

What you did on your summer vacation matters.

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Iowa a place to grow

Iowa Ag & Business Indicators

Labor Demand and Supply[1] October 1-December 31, 1981

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	90	989	Iowa City	177	1,707
Atlantic	48	562	Keokuk	15	451
Burlington	95	1,325	Marshalltown	65	1,029
Carroll	88	635	Mason City	93	1,390
Cedar Rapids	295	3,453	Muscatine	105	872
Centerville	14	350	Newton	17	547
Charles City	30	576	Oskaloosa	21	653
Clinton	237	1,218	Ottumwa	63	1,324
Council Bluffs	190	2,228	Sheldon	64	279
Creston	79	633	Shenandoah	88	647
Davenport	307	3,208	Sioux City	1,029	2,691
Des Moines	984	5,961	Spencer	107	786
Dubuque	246	2,638	Storm Lake	69	614
Fairfield	63	320	Waterloo	140	3,962
Fort Dodge	276	1,171	Webster City	26	412
Fort Madison	60	531			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Dec. 1981	Dec. 1980
All Urban Consumers (1967 = 100)	281.5	258.4

Composite Construction Cost Index

	Oct. 1981	Oct. 1980
Composite Construction Cost Index (1977 = 100)	153.1	145.6

Business Data

	11/81	11/80	11 mos./81	11 mos./80
New Car Registration	N/A	4,294	83,456	88,851
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-13.3	26.0	23.9	82.0
Savings	- 9.2	21.5	-40.6	265.3
Work Force (000)	1,389.5	1,431.7	1,407.4	1,456.4
Unemployment	60.2	63.8	64.5	71.2
Rate (% of work force)	4.3	4.5	4.6	4.9
Employment	1,329.3	1,367.9	1,342.9	1,385.1

Value of New Dwellings[1] ($000)

	1/82	1/81
Ames	$ 0	$ 0
Bettendorf	0	0
Burlington	80.0	0
Cedar Falls	54.5	41.3
Cedar Rapids	0	2,295.3
Clinton	0	0
Council Bluffs	0	0
Davenport	27.0	83.5
Des Moines	61.4	640.2
Dubuque	0	0
Fort Dodge	0	0
Iowa City	4,640.4	252.9
Keokuk	0	0
Marion	0	0
Marshalltown	0	0
Mason City	0	55.5
Muscatine	0	0
Newton	0	0
Ottumwa	0	0
Sioux City	22.2	30.5
Urbandale	0	0
Waterloo	0	826.3
W. Des Moines	0	246.2
TOTAL	$ 4,885.5	$ 4,471.7

Monthly Retail Trade[1] ($000)

SMSA[2]	11/81	11/80	% Change From Last Month
Cedar Rapids	13,593	13,777	+ 14.1
Des Moines	24,927	24,397	+ 13.8
Dubuque	7,133	7,064	+ 26.9
Omaha/C. Bluffs	32,856	30,759	+ 11.5
Sioux City	6,881	6,396	+ 12.9
Waterloo	7,907	7,799	+ 16.9

[1] Not adjusted for seasonal variation, holiday or trading day differences.
[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	N/A	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
November, 1981	226.40	888.98
December, 1981	218.11	875.00
January, 1982	217.83	871.10

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	1/82	12/81	1/81
Corn, bu.	$ 2.30	$ 2.30	$ 3.10
Soybeans, bu.	5.90	5.88	7.66
Oats, bu.	1.96	1.97	1.99
Hogs, cwt.	44.30	39.10	41.10
Beef cattle, cwt.	53.20	51.20	60.00
Calves, cwt.	58.10	57.40	71.10
Milk cows, head	1,120.00	1,140.00	1,230.00
Milk (whls), cwt.	13.50	13.60	13.60
Sheep, cwt.	25.30	23.40	30.40
Lambs, cwt.	47.60	46.70	49.50
Eggs, doz.	.50	.47	N/A
All hay, ton baled	55.00	55.00	48.50
Turkeys, lb.	.31	.29	.35

Average Prices Paid by Farmers

	1/15/82	1/15/81
Beef cattle concentrated, 32-36%	$ 12.70	$ 14.20
Hog feed, 38-42% protein	15.00	17.00
Soybean meal, 44% protein	12.50	14.50
Dairy feed, 16% protein	181.00	205.00
Poultry feed, layer ration	189.00	245.00

Commodity Feed Price Rations

	1/15/82	1/15/81
Hog — corn[1]	19.3	13.3
Beef cattle — corn[1]	23.1	19.4
Egg — feed[2]	5.6	4.1
Milk — feed[3]	1.49	1.33

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Construction equipment

A German manufacturer engaged in steel construction work and the production of various types of conveying systems used in construction work, is looking for a U.S. business partner for the exchange of production licenses and technical know-how as well as the possibility of distributing one another's products. The company was established in 1899, employs 100 persons and reaches an annual turnover of $6 million. (G111-9435L)

Small tractors

A German manufacturer of small utility tractors is seeking attachments for such tractors for manufacture and sale in Europe under license. Currently, the company manufactures front end loaders, lift trucks for pallets, plows, sprayers, cultivators, etc. (G98-11135L)

Soot blowers

A German manufacturer of soot blowers for cleaning boiler and furnace surfaces is seeking to license its product for production in the U.S. The soot blowers are especially suited to coal, fired electric power plants and are able to use compressed air, steam or water as the blowing medium. (G12-1235L)

Power plant gears

A German manufacturer of electric actuator gears for power plants is seeking to license its technology in the U.S. The firm will invest $100,000 to get the project started. Ideal partners would be a gear manufacturer; 50-500 employees with a strong marketing organization. (G12-1034L)

Iron fencing

A French firm has developed a unique type of iron fencing for porches, balconies and other applications. It is unique because the top and bottom rails can be put into place first, and then each individual vertical rail can be inserted thereafter. The firm would like to license its technology to an American firm. (F12-0734L)

Automatic telephone dialer

A German firm has developed an automatic telephone device whereby a scan gun is used to read telephone numbers (up to 200) and the telephone is automatically dialed. The telephone numbers may be entered into the system using an IBM typewriter head. The company wants to license its product for manufacture and distribution in the U.S. (G12-0936L)

Tensides and additives

A German manufacturer of tensides and additives for the chemical, gasoline and heating industries is interested in discussing with U.S. companies a possible cooperation and exchange of production licenses and technology know-how. The firm is looking for a dialog with potential U.S. manufacturers engaged in similar research work. The company's product line also includes cleaning products for aluminum and metal used for aircraft and the like. (G12-0828L)

Self-anchoring bolts

A German manufacturer of self-anchoring bolts for concrete, wood or composition board is seeking a joint venture or other business arrangement with a U.S. firm for manufacture and distribution of its product in the U.S. The bolt and accessories have a good market in Europe and are used in such industries as furniture and construction. (G12-1334J)

Aluminum door frames

A German manufacturer of aluminum door frames with invisible variable mountings is seeking to license its products for manufacture in the U.S. The doors are used primarily in public buildings, hospitals, administrative buildings, etc. (G22-1534L)

Plastic injection moldings

A British firm engaged in the manufacture of plastic injection moldings is seeking an exchange of technology and a possible joint venture with a U.S. firm. The British firm manufactures small fillings of all sizes such as end caps, suction cups, etc. (UK22-1430J)

Furniture

A large Belgian furniture manufacturer is seeking a partnership and equity participation in a U.S. furniture manufacturing firm. The Belgian firm seeks to acquire a majority interest in the U.S. firm and is not so much interested in the size of the firm as the general quality of management and its marketing and distribution know-how. The Belgian firm manufactures household furniture, cabinets, shelves, etc., all of high quality. (B21-21-1124J)

Temperature control

A German manufacturer of temperature controls (electronic miniature-bimetallic thermal protectors) is seeking a partner in the U.S. The company currently supplies companies such as Siemens, IBM, and the electronic and aircraft industries. The company plans at this time would include manufacturing space and 50-60 workers. The products would be sold in the U.S. and eventually Asia and Europe. (G22-1936J)

◆

IDC Industrial Development and International divisons merge

A reorganization which will consolidate international trade, foreign investment and domestic industrial activity has been announced by the Iowa Development Commission. Effective immediately, all international responsibilities of the commission will be merged with the Industrial Development Division to form a new Industrial Division. This new division will consist of three departments: International, Existing Industry, and Domestic.

The new IDC Industrial Division, under the direction of Ron Kraft, will include all activity concerning the Iowa International Office in Frankfurt, Germany, foreign investment services and export development and promotion. Formerly, export development and promotion was coordinated by IDC's International Division.

This consolidation recognizes the significance of international trade, particularly exporting, in IDC's overall industrial development activity for the state of Iowa. John Schissel, currently Assistant Director/Foreign in the industrial development division, will coordinate IDC's international related activity as Assistant Director/International.

Great strides have been taken in recent years by Iowa manufacturers and markcters of farm products to increase export activity, with the result that exporting has played a significant role in the Iowa economy. Iowa's total export related activity reached a value of $7.2 billion in 1980 and jobs for 32,300 Iowans could be directly attributed to exporting. The new IDC Industrial Division will stress continuity in previous IDC export development and promotion activity. ◆

Governor's Travel Conference set for Cedar Rapids May 5, 6

The 1982 Iowa Governor's Conference on Tourism, sponsored by the Iowa Development Commission and the Iowa Travel Council, is scheduled for May 5-6 at Stouffers Five Seasons Hotel in Cedar Rapids.

"Topics for workshops have been finalized, and we are currently receiving confirmations from speakers," Phil Morgan, IDC director of Tourism and Travel, said. "After last year's conference, 100 percent of those filling out surveys said they would like a similar program this year, and we feel that this year's program is shaping up very well."

Iowa Governor Robert Ray will kick-off the conference at the luncheon on May 5 and workshops will fill the afternoon. Topics of those workshops include: helping communities have a better understanding of how to increase tourism activity in their area; recruiting volunteers and developing volunteer programs to aid tourism attractions and festivals throughout the state; and working with your legislator. A banquet, sponsored by the Iowa Beef Industry Council, will cap off the first day.

Activities on May 6 will center on advertising and promotion in tourism. Workshops will cover: advertising; helping the news media help you; and a general discussion period, something requested by last year's attendees.

The advance registration fee is $30, and registrations must be postmarked by April 16. Guest tickets for the banquet alone, also under the April 16 deadline, are available for $13. After April 16, the registration fee will be $40.

For more information and registration materials, contact the Tourism and Travel Division, Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, 515/281-3100. ◆

Iowa
a place to grow

IDC DIGEST
March 1982 Vol. XI-No. 4

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Mailing list update

It's a little like trying to put socks on an octopus, but we are in the process of updating the *Digest* mailing list. The *Digest* has a circulation of nearly 12,000, and we would like to cut costs by weeding out any duplications and unneeded copies.

If you are receiving more than one copy of the *Digest*, or if you would like to be removed from the mailing list, please let us know and include the number from the top of all mailing labels involved.

Also, if you would like to be added to the mailing list, or know of someone who would like to receive his or her own copy, just drop us a line and we will gladly include the new names in future mailings. We want to be sure that the *Digest* reaches everyone who would like to read it.

We are also asking for your patience in this matter, since updating takes about six weeks.

For mailing list changes, contact Dana Greenlee, Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, 515/281-3098.

If you have any story ideas or topics you think should be covered in the *Digest*, contact me, Megan Antenucci, at the same address as above or call 515/281-3193. Thanks for your help.

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MAY 17 1982

Iowa Development Commission

Digest

April, 1982

Swanson joins IDC

Story on page 6

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,000	Sheldon	Lt. Manufacturing
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Creston	Lt. Mfg./Warehousing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
60,000	Davenport	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
94,288	Keosauqua	Manufacturing
97,000 (2 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
248,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated [illegible] communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Development staff. It just might be the most important call you can make for your community's sake. ✤

KEEP IT UP, AMERICA.

We're doing it. We're driving less, planning trips more wisely, keeping our cars in tune—we're taking the simple but necessary steps to save gasoline... and money.

Things like...

Driving at moderate speed and a steady pace. 35 to 45 miles per hour is the most efficient driving speed (no more than 55 on the highway). Paying closer attention to the traffic flow can help you avoid unnecessary acceleration or sudden braking.

Following easy steps like these really can help reduce your gasoline bills. So keep up the good work!

LITTLE BY LITTLE, IT ALL ADDS UP.

Governor's export conference set for June 22, Cedar Rapids

The 10th Annual Governor's Conference on Export Expansion is scheduled for June 22, 1982, at Stouffer's Five Seasons Hotel in Cedar Rapids.

Export interest grows

Leading Iowa and Midwest industrialists will be on the program to outline their successful entry into the foreign market. Total exports from Iowa exceeded $7 billion for the first time in 1980, and interest in the export market continues to expand, partially due to poor domestic economic conditions.

Export awards

In addition to the exporters on the program, a cabinet-level speaker from Washington, D.C., will be speaking, if scheduling works out as planned. Also, Governor Ray will present awards to Iowa exporting companies that have done outstanding work in international trade.

"This annual conference has proven quite valuable to both Iowa exporters and companies interested in entering the exporting market," Max Olson, manager of international trade promotion with the Iowa Development Commission, said. "Iowa continues to be a leader in international trade, and this conference is one way to help Iowa firms learn more about marketing abroad."

For more information about the 10th Annual Governor's Conference on Export Expansion, contact the Iowa Development Commission, International Trade Promotion, 250 Jewett Building, Des Moines, IA 50309, 515/281-3585.

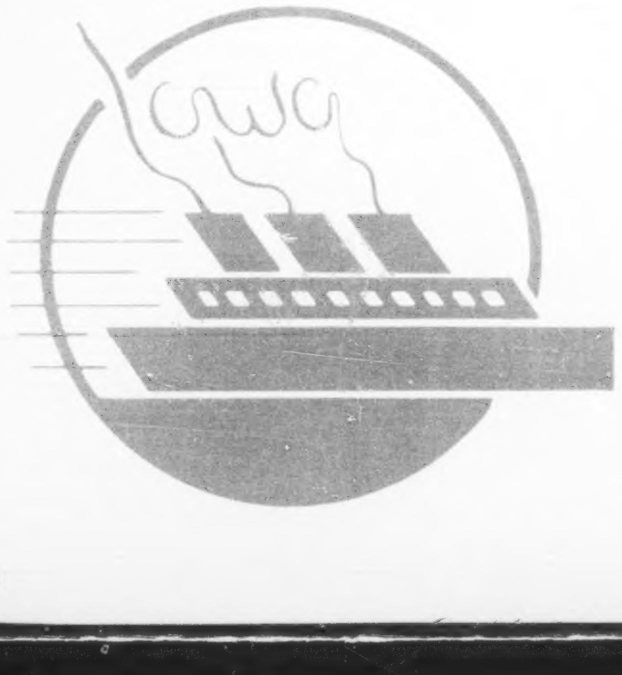
Iowans to France, South Africa

Business representatives in France and the Republic of South Africa will be hearing about quality products from Iowa, from the people responsible for producing those products, during the Iowa Development Commission trade mission scheduled for May 30-June 13.

France

"The Junior Chamber of Commerce in Arcachon, France, will host our delegation during the visit to the Bordeaux area in the southwestern part of that country," Max Olson, manager for international trade promotion with the IDC, said. "Our people will be taking part in a seminar where ideas will be exchanged on doing business in Iowa."

Paul Wagner, director of the IDC International Office in Frankfurt, West Germany, will be making a presentation on doing business with Iowans, and several trade delegation members will also be on the program. Olson said officials have estimated that about 200 French business representatives will attend the seminar.



Expomat

In addition to the seminar, the preliminary schedule for the trip calls for a one-day stop at Expomat, a large European industrial show.

Iowa company participants will also have appointments scheduled for them to arrange for companies in France to import and distribute their products in the French and European market.

After making contacts in France, the group will move on to South Africa, an especially strong market for Iowa products according to preliminary information.

South African Market

"About 70 Iowa companies are currently doing business with South African firms, and our surveys indicated high interest in visiting that part of the world," Olson said.

Time is drawing short, but Iowa business representatives interested in more information on the France/South Africa Trade Mission should contact Olson at the IDC by calling 515/281-3138.

Plans are beginning to take shape for another trade mission in November, 1982, to Southeast Asia. Olson also has information on that trip and may be contacted at the number listed above.

Iowa gears up for 1982 travel season

In preparation for this year's travel season, the Iowa Development Commission's Tourism and Travel Division has been working on a variety of projects designed to pass the word that Iowa is a great place to vacation and travel.

Travel shows

Travel division staff members set up the Iowa booth at four vacation and travel shows in 1982. They included: Kansas City, February 2-7; Indianapolis, February 19-28; Milwaukee, March 12-21 and Cleveland, March 19-28.

"The total attendance at the four shows was in the neighborhood of 750,000," Dave Kjolhede, travel division assistant director, said. "We gave out 26,000 pieces of literature, and talked with a lot of people who wanted information on Iowa."

Kjolhede said the four shows were selected because they were in Iowa's main travel market area, the states that traditionally send many visitors to Iowa.

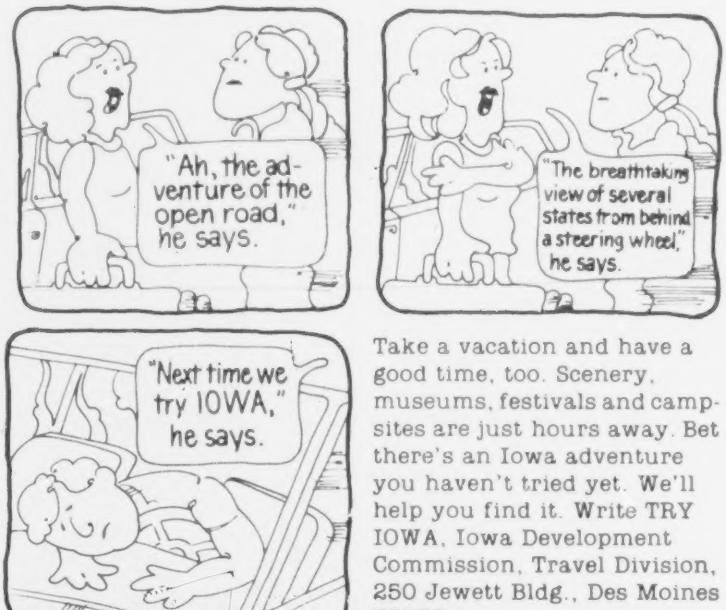
Travel shows are an excellent way to sell Iowa to travelers, according to Kjolhede because there is a prescreened audience; people attending the travel shows are looking for information and are interested in finding answers to their questions about tourism events and attractions.

Tourism map

In another effort to spread the word about travel in Iowa, the division has developed a new Iowa tourism map. The map is designed to provide comprehensive travel information in an inexpensive package.

"During 1981, the travel division spent more than $29,000 on postage to answer requests for Iowa travel information," Tourism and Travel Division Director Phil Morgan said. "Our new tourism map is lightweight and much less expensive to print than the slick Iowa booklet that we have published in the past. We will be saving money on both postage and printing costs, two things that are taking more and more of our limited budget."

Morgan said that the tourism map includes attractive color photographs of Iowa attractions, contains editorial copy about things to see and do in Iowa, lists local attractions


"Ah, the adventure of the open road," he says.
"The breathtaking view of several states from behind a steering wheel," he says.
"Next time we try IOWA," he says.

Take a vacation and have a good time, too. Scenery, museums, festivals and campsites are just hours away. Bet there's an Iowa adventure you haven't tried yet. We'll help you find it. Write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

try Iowa!

and includes the official Department of Transportation highway map of the entire state, excluding the detailed city maps.

"The new tourism map, combined with the tourism calendar of events and the new Iowa accommodations directory — not yet published — will make a complete, relatively inexpensive package of information for potential travelers to Iowa," Morgan said.

The IDC also has more than 300 specific brochures on file from the various travel attractions and events throughout Iowa. For brochure information, write to the Iowa Development Commission, Travel Information, 250 Jewett Building, Des Moines, IA 50309, or call 515/281-3679.

Information centers

Final preparations are being made to open the IDC's seven information centers located on the interstate highway system. The centers will be open to the traveling public May 16 through September 15 from 8 a.m. to 7 p.m. daily. Staff members will be in the centers to answer questions from travelers in Iowa.

The locations of the centers are as follows: westbound I-80 west of West Des Moines, eastbound I-80 near Underwood, westbound I-80 outside of Wilton, eastbound I-80 near Victor, northbound I-35 at Davis City, southbound I-35 at Clear Lake and southbound I-29 near Sergeant Bluff.

Tourism conference

Finally, people involved in all phases of Iowa's travel industry will gather at the Stouffer's Five Seasons Hotel in Cedar Rapids May 5-6 at the second annual Iowa Governor's Conference on Tourism. The schedule of activities is printed below. The conference is open to anyone interested in promoting tourism and travel in the Hawkeye State. The registration fee will be $40 and includes all workshops, materials, and the reception and banquet on the first evening.

For more information about any of the activities listed, write the Iowa Development Commission, Tourism and Travel Division, 250 Jewett Building, Des Moines, IA 50309 or call 515/281-3100. ✤

1982 Iowa Governor's Conference on Tourism

Wednesday, May 5	
10:00 - 11:30 a.m.	REGISTRATION
11:30 - 12:45	KICK-OFF LUNCHEON Welcome Remarks: William Burger, Iowa Development Commission Chairman The Iowa Travel Council — The 2nd Year: Marlyce Heidt, President Iowa Travel Council
1:00 - 2:00 p.m.	CHOICE OF THREE WORKSHOPS **Y'all Come - Tourism and Your Community* Identifying and developing attractions to draw travelers to your town. Speaker: Dr. Uel Blank, Extension Resource Economist, University of Minnesota, St. Paul, Minn. **To Move a Mountain - Recruiting and Organizing Volunteers* Developing and maintaining tourism attractions through community volunteer programs. Potential funding sources. Speaker: Paul Comer, Director, Community Betterment Division, Iowa Development Commission, Des Moines. **Do Legislators Speak Our Language?* Working with your legislators and helping them work for you. Speakers: Iowa State Senator Bob Rush, Cedar Rapids Iowa State Representative Robert M.L. Johnson, Cedar Rapids.
2:00 - 2:15 p.m.	BREAK
2:15 - 3:15 p.m.	ABOVE THREE WORKSHOPS REPEATED
3:15 - 3:30 p.m.	BREAK
3:30 - 4:30 p.m.	ABOVE THREE WORKSHOPS REPEATED
6:00 - 7:00 p.m.	RECEPTION Iowa Wine Sampling Private Stock Winery, Boone Christina Wine Cellars, McGregor
7:00 p.m.	BANQUET BEGINS Address: Thomas L. Davidson, Chief Executive Officer, Davidson-Peterson Associates, Inc., New York, N.Y. Sponsor: Iowa Beef Industry Council
Thursday, May 6	
9:00 - 10:15 a.m.	CHOICE OF TWO WORKSHOPS **Entering the Great Unknown - The ABC's of Advertising* Speaker: Professor John Kottman, Chairman Marketing Department, College of Business University of Iowa, Iowa City **Media: Friend Not Foe - Working Effectively With Reporters and Editors* Speakers: Dix Hollobaugh, Travel Writer Des Moines Register, Des Moines Gary Sarnoff, Reporter "Eastern Iowa Close Up" KWWL-TV, Waterloo
10:15 - 10:30 a.m.	BREAK
10:30 - 11:45 a.m.	ABOVE TWO WORKSHOPS REPEATED
12:00 Noon	CLOSING LUNCHEON *Shirtsleeve Seminar - A "Town Meeting" Tourism-Style* A group discussion on topics of interest and concern. Bring your questions and ideas, and don't be afraid to air them.

Swanson chosen as new

Governor Robert Ray has named David H. Swanson as the new director of the Iowa Development Commission. Swanson takes over from William Bestmann, who resigned March 31 after being with the IDC for a little more than a year.

Swanson, 51, is a native of White Bear Lake, Minnesota. He is on leave of absence from his position as director of the Center for Industrial Research and Service at Iowa State University. His leave expires on January 15, at which time he plans to return to his duties at ISU.

As director of CIRAS for nearly four years, Swanson has been responsible for the efforts of that university-based center to provide management and technical assistance to Iowa's 3,800 manufacturers. CIRAS has a staff of 18 and gets support from the ISU faculty and staff. Iowa firms needing assistance in marketing, accounting, product development, engineering, plant layout, finance, general management and other areas can look to CIRAS for practical suggestions. Swanson also has responsibility for a technical assistance program for inventors and innovators, funded by the Economic Development Administration, and the new statewide Small Business Development Centers.

Before joining CIRAS, Swanson was in charge of the Wisconsin Division of Business Development Services, the IDC's counterpart in Wisconsin. Swanson has also worked in economic development for both private and public organizations in several parts of the country, including a seven-year association with Iowa Southern Utilities Company in Centerville.

Swanson holds a BA degree in economics from St. Cloud State College in Minnesota, an MA degree in economics from the University of Minnesota and he is a doctoral candidate in adult education at ISU.

The new IDC Director took some time to talk with the *Digest* about some of his past experiences and new ideas for promoting economic growth in Iowa. What follows came from that initial conversation as Swanson took over the reins at the IDC.

Q: Dave, you've worked for a variety of organizations over the years. What qualifications and experiences do you bring with you to the director's office of the IDC?

A: I have worked in economic development in a number of settings; from Minnesota to southern Iowa, to the Southern United States and in the IDC's counterpart in Wisconsin. Working in these different areas has given me a good perspective on what needs to be done in Iowa and what other states are doing to spur economic growth.

Q: What prompted you to join the IDC?

A: Governor Ray asked me if I would take on the job of director of the IDC, and the university concurred that it was something I should do. I have had the opportunity to work with the IDC many times, and the commission has one of the best development organizations and programs in the country. Also, I thought that the directorship would be a challenge, especially during a recession.

Q: What do you see as the biggest challenge facing the state of Iowa now, and what can the IDC do to help?

A: The recession and high interest rates have really hit the primary industries of this state, including agriculture. We are seeing a real upheaval in the manufacturing sector since firms are trying desperately to reduce operating costs. Iowa has some excellent industries, but many are mature industries. The main challenge facing the IDC right now is to figure out how to get growth industries into the state and to position ourselves for the next surge in the economy. We have a good start on that with the business tax incentives recently passed by the legislature, making us very competitive with other states . . . but, I'm talking about developing a plan for where we want to be 10, if not 20, years from now. And I can tell you that we aren't going to accomplish all of this in eight months.

Q: In making the announcement that he was appointing a new IDC director, Governor Ray said he wanted someone who was creative, had ideas and who would vigorously promote the state. Have you formulated any new ideas for promoting Iowa that you would like the IDC to undertake?

A: I think we need to take a strong look at emerging technologies and see how they can benefit the state. High-tech industries are going to be the growth industries in years to come, and we need to get into a long-range plan on how to attract growth industries to Iowa. We are going through a terrible economic period right now, but it isn't permanent. I am a promotion oriented person, and there is no doubt that we will end up with a positive attitude.

Q: Let's go through the areas the IDC is involved in and talk about ideas. We've already mentioned industrial development, so let's move on to agriculture. What do you see as the most pressing needs of Iowa farmers, and what can the IDC do to help fulfill these needs?

A: There is no question that farmers need bigger markets for their products in order to increase prices and

DC director

incomes. We're going to have to take a stronger posture here and overseas to help develop these markets.

Q: The Iowa Community Betterment Program is in full swing in its 12th year during 1982. What are some of your thoughts about the program?

A: It was my pleasure to be part of the original community development effort in Iowa, which developed into the current Iowa Community Betterment Program. After I moved and was working in other states, I was impressed with Iowa's continued efforts to help develop its communities, and I used Iowa communities as examples of what can be accomplished. ICB is an excellent program. When you work to improve a community, it helps everyone.

Q: You have had considerable experience working with Iowa companies. What are your thoughts about promoting Iowa products overseas, and do you think the IDC's International Office in Frankfurt is an asset?

A: The growth markets of the future are overseas, and this has been shown with product after product. This includes overseas markets for agricultural products and tourism — foreign visitors to the U.S. and Iowa. Even our universities are international, since we educate foreign students. I strongly support the IDC's International Office in Europe, and I wish we could have offices in other parts of the world as well. International offices are especially important to increasing exports and also for attracting reverse investments, firms investing in the U.S.

Q: What about the IDC's efforts to promote tourism and travel in Iowa?

A: There is an attraction to travelers in Iowa that didn't exist 15 years ago. The whole idea of returning to your roots has caught on, and that can bring visitors here. There is no doubt that tourism means dollars to Iowa, and a very large group of workers are employed in the service areas of our economy — the area that tourism falls into. It has been a difficult year to promote transcontinental travel, due to the recession, but I think we may soon see a different type of traveler, perhaps Iowans looking at and enjoying their own state in great depth and with great interest.

Q: At this point, do you foresee any major changes in the IDC in either programs or organization and operation of the office?

A: Organizationally, no. The biggest changes will be in establishing a viewpoint for the future. There is a real feeling of solidarity here, and the IDC is too good of an organization not to have strong, positive approaches to the future.

Q: What is your first task as the new director of the Iowa Development Commission?

A: The first thing is to get a good feel for the programs, get positive support for those programs and let the people responsible get on with accomplishing their goals. In the long term, getting more jobs for Iowa is the overriding goal. We need to provide a positive atmosphere and time our actions so economic growth can be accomplished. ♣

David Swanson, the new IDC director, receives applause from IDC staff members Debbie Ritchie, Debbie Calvert and Pam Martin (left to right on right side) after being introduced to the entire IDC staff by David Oman (left), executive assistant to Governor Ray.

Kafer receives Statesman Award

Keith Kafer, executive vice president of the Iowa City Chamber of Commerce and president of the Iowa Professional Developers, received the third annual Iowa Development Commission Foundation Statesman Award April 7 at the annual Iowa Chamber of Commerce Executives Spring Conference in Newton.

"The Statesman Award is presented annually to recognize an individual who has demonstrated professionalism in chamber work and service to the state of Iowa," according to IDC Executive Administrator Dave Schuetts. "We are proud to present this year's award to Keith Kafer who has done much to enhance the economic growth of Iowa City and the entire state."

Kafer has been involved in chamber work and economic development for many years. He works with industrial development, tourism development, and has served on the IDC/ICCE Liaison Committee — a vital link between the development commission and the private sector. He is past president of ICCE and has worked with legislative issues.

The Statesman Award selection committee is made up of the IDC division directors, and the program is sponsored by the IDC Foundation, which is not funded with tax dollars.

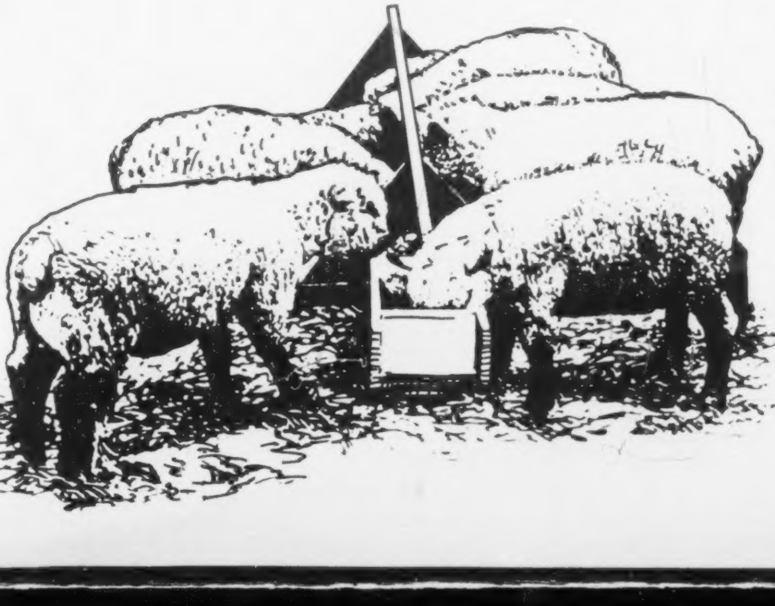
The first Statesman Award was presented to Clifford Dodson, of Burlington, and the 1981 award went to H.S. "Biff" Byrum, of Ottumwa. ◆

April is Iowa Lamb Month

April usually brings to mind green grass, blooming flowers, gentle rains and freshly tilled soil. But, April also brings to mind . . . Lamb Month. In Iowa, producers, processors and retailers made April a month of special recognition for the lamb industry.

At a time when most industries are cutting back on production, Iowa's sheep industry continues to grow. That growth is reflected in several areas: the number of sheep in Iowa, the number of sheep producers and the number of promotional and educational activities carried out by those producers.

After years of declining production, the total number of all sheep and lambs in Iowa, as of January 1, 1982, had jumped 10 percent to 485,000 head, up from 437,000 in 1981. Nationally, there was only a 1 percent rise.



Iowans continue to outpace the nation's sheep producers in another category — the number of farms on which sheep are raised. A 12 percent jump has occurred from 12,500 farms in 1981, to 14,000 in 1982.

With this growth comes the challenge of creating consumer awareness and preference for lamb. Iowa's sheep producers are meeting that challenge. Producer-involved promotions held in malls and grocery stores, cooking-with-lamb contests, newspaper supplements, educational programs in schools and institutions and wool style shows were part of the promotional activities in April.

To fund future promotional projects, the Iowa sheep producers have initiated a voluntary check-off of two cents per pound for wool. With 3.5 million pounds of wool sold in Iowa annually, the check-off monies could be substantial. These producer-supplied funds could then be divided among research, promotion and education.

The Iowa Development Commission salutes the knowledge, energy and dedication of today's Iowa sheep producer. ◆

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

January, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	202	681	Iowa City	74	1,765
Atlantic	171	352	Keokuk	12	640
Burlington	68	1,341	Marshalltown	86	628
Carroll	17	113	Mason City	93	992
Cedar Rapids	230	3,829	Muscatine	105	825
Centerville	9	631	Newton	10	1,614
Charles City	20	24	Oskaloosa	4	218
Clinton	176	1,721	Ottumwa	17	911
Council Bluffs	61	1,167	Sheldon	38	128
Creston	41	221	Shenandoah	54	51
Davenport	194	5,227	Sioux City	502	3,052
Des Moines	412	3,585	Spencer	66	231
Dubuque	150	2,857	Storm Lake	41	268
Fairfield	15	348	Waterloo	92	515
Fort Dodge	164	1,231	Webster City	18	332
Fort Madison	51	524			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	Jan. 1982	Jan. 1981
All Urban Consumers (1967 = 100)	282.5	260.5

Composite Construction Cost Index

	Oct. 1981	Oct. 1980
Composite Construction Cost Index (1977 = 100)	153.1	145.6

Business Data

	12/81	12/80	12 mos. 81	12 mos. 80
New Car Registration	10,986	8,278	94,442	97,129
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-3.8	24.9	20.1	106.9
Savings	-24.3	83.8	-16.4	349.2
Work Force (000)	1,368.1	1,391.9	1,404.1	1,451.0
Unemployment	72.8	66.8	65.2	70.9
Rate (% of work force)	5.3	4.8	4.6	4.9
Employment	1,295.2	1,325.1	1,339.0	1,380.1

Value of New Dwellings[1] ($000)

	2/82	2/81	2 mos. 82	2 mos. 81
Ames	$ 148.0	$ 0	$ 146.0	$ 0
Bettendorf	0	127.5	0	127.5
Burlington	75.0	0	155.0	0
Cedar Falls	85.6	359.8	140.1	401.1
Cedar Rapids	0	97.5	0	2,392.8
Clinton	0	0	0	0
Council Bluffs	0	61.2	0	61.2
Davenport	157.8	245.1	184.8	328.6
Des Moines	206.1	77.9	267.5	718.1
Dubuque	0	0	0	0
Fort Dodge	0	0	0	0
Iowa City	1,015.1	198.8	5,655.5	451.7
Keokuk	30.0	0	30.0	0
Marion	0	104.7	0	104.7
Marshalltown	0	46.0	0	46.0
Mason City	0	28.9	0	84.4
Muscatine	30.2	40.0	30.2	40.0
Newton	0	0	0	0
Ottumwa	31.0	80.0	31.0	80.0
Sioux City	33.0	0	55.2	30.5
Urbandale	62.5	116.1	62.5	116.1
Waterloo	65.0	554.1	65.0	1,380.4
W. Des Moines	0	42.1	0	288.3
TOTAL	$ 1,939.3	$ 2,179.7	$ 6,824.8	$ 6,651.4

Monthly Retail Trade[1] ($000)

SMSA[2]	12/81	12/80	% Change From Last Month
Cedar Rapids	20,572	19,456	+ 51.3
Des Moines	39,367	36,880	+ 57.9
Dubuque	10,552	10,003	+ 47.9
Omaha/C. Bluffs	54,401	49,921	+ 65.6
Sioux City	11,130	10,362	+ 61.8
Waterloo	12,165	11,726	+ 53.9

[1] Not adjusted for seasonal variation, holiday or trading day differences.
[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981 I	1981 II	1980 I	1980 II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
December, 1981	218.11	875.00
January, 1982	217.83	871.10
February, 1982	221.75	824.39

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	2/82	1/82	2/81
Corn, bu.	$ 2.29	$ 2.38	$ 3.11
Soybeans, bu.	5.80	5.95	7.44
Oats, bu.	2.00	1.96	1.96
Hogs, cwt.	47.80	43.30	41.20
Beef cattle, cwt	55.00	52.50	59.00
Calves, cwt.	58.40	57.00	69.10
Milk (whls), cwt.	13.60	13.60	13.50
Sheep, cwt.	25.60	26.50	26.90
Lambs, cwt.	53.50	49.80	52.40
Eggs, doz.	.47	.50	N/A
All hay, ton baled	57.00	56.00	48.00
Turkeys, lb.	32	.31	.35

Average Prices Paid by Farmers

	2/15/82	2/15/81
Beef cattle concentrated, 32-36%	$ 12.70	$ 13.70
Hog feed, 38-42% protein	15.00	16.20
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	180.00	196.00
Poultry feed, layer ration	192.00	260.00

Commodity Feed Price Ratios

	2/15/82	2/15/81
Hog — corn[1]	20.9	13.2
Beef cattle — corn[1]	24.0	19.0
Egg — feed[2]	5.3	3.9
Milk — feed[3]	1.51	1.38

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Heat measuring device

A German manufacturer of heat efficiency devices for gas/oil furnaces is seeking a license arrangement with a U.S. company. The heat measuring device is portable and operates on alkaline cells, measuring for carbon dioxide content, gas temperature, and pressure or vacuum (draught in chimney). Based on chemical absorption, the measuring principle is chemically tied to a solid absorbing agent. All measures are taken by means of a probe. Since it contains no liquids, the device is useable even in tilted or overturned positions. (G32-2835L)

Bathroom fixtures

A German manufacturer of high quality bathroom accessories such as bathtubs, sinks, etc., is seeking a U.S. partner in the ceramic or tile business to form a venture to produce such products in the U.S.A. The company is Europe's largest producer of bathroom accessories. The tubs, sinks, etc., are formed of sheet steel 2.5 to 3.0 mm thick, and enameled by automatic equipment. The German company would be making a substantial investment in the venture and would be interested in discussing the project with a U.S. manufacturer having a suitable distribution system. (G32-2530J)

Food processing

A German consulting firm engaged in installations of poultry, livestock, slaughtering, rendering and cold storage plants in the Mid East is looking for a potential U.S. partner with the necessary know how and technology to act as a general contractor on same pending projects. The U.S. partner must be willing and able to operate in the Arab countries and West Africa. (G32-2320J)

Garage jacks

A French firm engaged in the manufacture of electromechanical garage jacks is seeking a cooperative arrangement with a U.S. firm for marketing of their product here in the U.S., and marketing complementary products of the U.S. company in Europe. (F32-2636J)

Consulting firm

A representative for a German consulting firm is seeking to acquire a U.S. firm in the construction contracting and consulting business. The size of the acquisition is not so important. The German company belongs to a group of companies with sales of over $4 billion and employs 1,200. (G32-2439A)

Steel pipe equipment

A Swedish manufacturer of heavy earth augers and hydraulic presses for pressing steel pipes under roads seeks contact with a U.S. company to manufacture and sell the equipment under license. The Swedish firm's intention is to establish a base in the U.S., starting with assembly in cooperation with a partner having a suitable sales organization. (S22-2234L)

Swimming pools

A German manufacturer of home/resort prefabricated swimming pools is seeking a joint venture opportunity with a U.S. firm. The pools come in three sizes, enclosed in a steel structure which contains the electrical and plumbing systems ready to hook up. An ideal partner would be a U.S. company having the capacity to weld and build large steel structures. The German company would contribute know-how and capital. Founded in 1974, the German firm employs 30 people. (G32-2939J)

Office furniture

A reputable German manufacturer of modern, top-of-the-line office furniture seeks to establish contact with U.S. office firms interested in acquiring a license for manufacture and distribution of its products in the states. The modular furniture is quickly adjustable to meet individual height and width requirements and consists of wooden, steel and plastic parts. The German firm would supply technical and marketing know-how. (G32-3725L)

Furniture and displays

A German manufacturer of furniture and store display units seeks to establish contacts with interested U.S. licensees. A compatible partner would be a manufacturer of upholstered furniture, reclining chairs, beds, or furniture hardware. The German firm was founded in 1945, employes 120 persons, and currently exports to 22 countries. (G32-3025L)

Concrete forms

A German company engaged in the manufacture of concrete forms and construction material is interested in making contact with a U.S. licensee in the construction field. The German firm was founded in 1977, has annual sales of $8,000,000, and employs 6 people. (G32-3134L)

Oil recycling equipment

A German company engaged in the production of oil recycling equipment is looking for a U.S. manufacturer that would be interested in a production license for its recycling equipment to convert oil refuse product into diesel fuels. The unit, which can be either stationary or mobile, is switchable from 3-phase current into alternating current and generator voltage. (G32-3235L)

Conveying systems

A Swiss company is seeking a license arrangement with a U.S. firm for the manufacture and distribution of conveying systems in the U.S. The conveyors are used by chemical, pharmaceutical, food processing, and plastic/rubber processing industries worldwide. The Swiss company claims the following system advantages: vertical and horizontal simultaneous conveying; no separation — no dust problem; no particle size reduction; and application with or without hopper. (S32-2735L)

Medical AV equipment

A Swiss manufacturer of audio-visual medical documentation equipment is seeking a license arrangement with a U.S. company for manufacture and distribution of its system. An ideal partner should have contacts in the following fields: hospitals, radiology, optometry, etc. (S32-3938L)

Landscaping equipment

A German manufacturer of machinery mainly used in gardens and for municipal uses has developed a new machine for setting concrete borders of any type. The German firm is looking for a U.S. business partner interested in a license arrangement for the machine and its distribution in the States. Founded in 1954, the German company employs 100 persons. (G32-3835L)

Brick factory

A French engineering firm is interested in building a clay brick making factory in the U.S. using a new French technology which claims a 30 percent economy over present manufacturing technique. They are interested in talking to firms in the brick manufacturing industry, the construction industry, or other serious investors. The total investment in the project would be approximately $10,000,000. (F42-4032D) ✤

Trade exhibition update

- U.S. Agricultural Equipment Catalog Exhibition at "Agro '82," Braga, Portugal, April 23-May 2, 1982.
- 57th International Agricultural Exposition, Munich, West Germany, May 20-26, 1982.
- SaudiMedicare '82, Health Care Hospital Supplies and Medical Equipment Show, Riyadh, Saudi Arabia, October 24-28, 1982.
- Middle East Construction and Municipal Services Exposition, Jeddah, Saudi Arabia, November 4-10, 1982.
- Electronica '82, Munich, West Germany, November 9-13, 1982.
- Saudi Home and Leisure Show '82, Riyadh, Saudi Arabia, November 14-19, 1982.
- ArabBuild '82, Third Middle East Building Materials, Housing Systems, Construction Machinery and Public Works Show and Conference, Bahrain, November 14-19, 1982.
- Production Indonesia, International Plastics, Rubber, Printing, Packaging, Textile, Woodworking, Production Machinery, Factory Equipment and Instrumentation Exhibition, Jakarata, Indonesia, November 16-20, 1982.
- SaudiArabian Oil, Gas, Petrochemical, and Plastics Exposition (OPEXPO '82), Jeddah, Saudi Arabia, December 5-10, 1982.
- SaudiCity '82, Public Works, Municipal Services and Urban Engineering Show, Riyadh, Saudi Arabia, December 5-9, 1982.
- Middle East Aviation and Ground Support, Jeddah, Saudi Arabia, February 6-11, 1983.
- BAUMA '82, Construction and Materials Handling Equipment, Munich, West Germany, April 8-14, 1983. ✤

Iowa
a place to grow

IDC DIGEST
April 1982 Vol. XI-No. 5

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Speakers available

Do you have questions about industrial development, international trade, tourism, agriculture or Iowa in general? If so, the Iowa Development Commission staff is ready to come to your meeting or community to talk about economic development in Iowa and the IDC programs and activities.

If you would like an IDC staff member to speak to your group or organization, write to the Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, or call 515/281-8748.

Working together, all Iowans can help steer the state toward a prosperous and economically healthy future.

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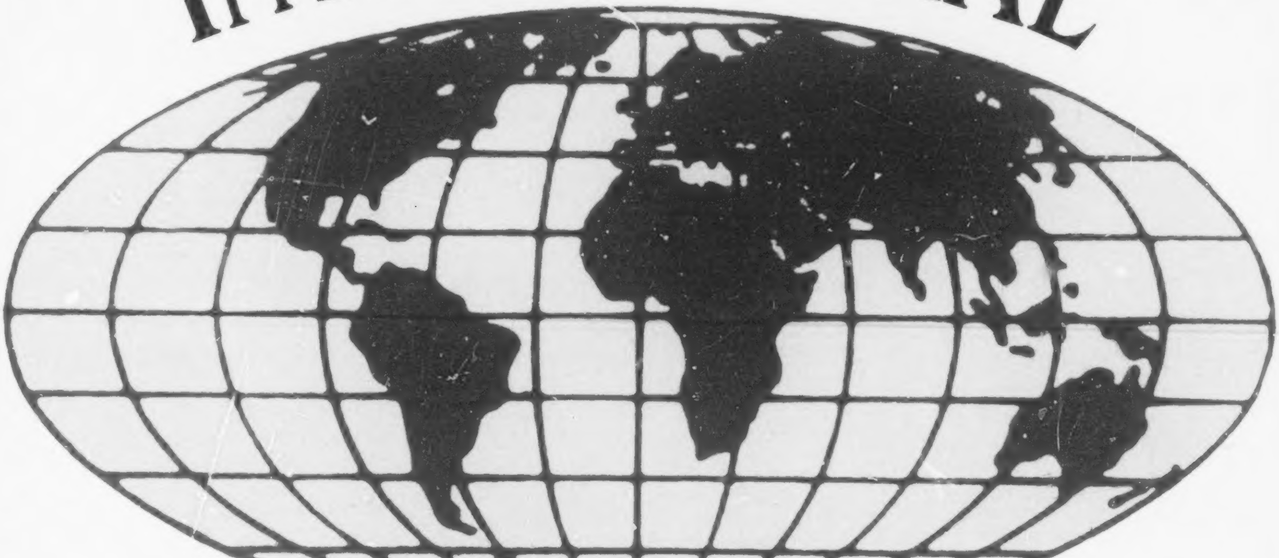
Iowa Development Commission

Digest

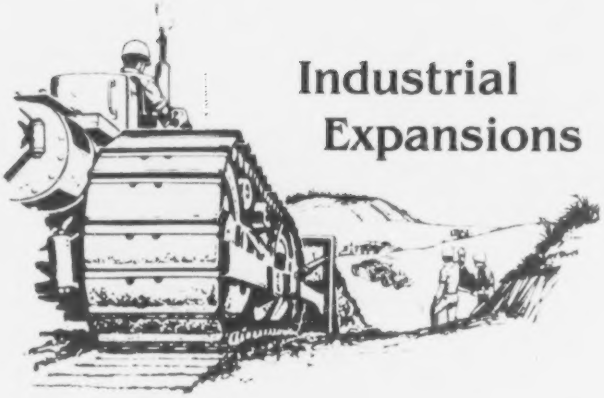
May, 1982

INTERNATIONAL



TRADE

Story on page 5



Industrial Expansions

IDC helps Iowa's

Research shows that 80 percent of the new jobs created each year in Iowa come from expansions by industries already located in the Hawkeye State, rather than from new industries moving into Iowa. And this trend holds true throughout the nation.

The Iowa Development Commission has long recognized the importance of Iowa's industries, and has a special program designed to improve relationships between Iowa industries and the communities in which they are located. Jim Chupp and Dennis Holcomb run the IDC's Existing Industries Program, and help industrial development organizations throughout the state give recognition to Iowa's industries and develop a well organized industrial retention program.

Benefits include jobs

"It is time for development groups to aim programs directly at existing industries," Chupp, the IDC's manager for existing industries, said. "Many benefits, including new jobs, can come from this type of program. Also, if a new industrial prospect comes to a community, there are no better salespeople for the community than those who work in the local industries."

Through the Existing Industries Program, Chupp and Holcomb help encourage the retention and expansion of industry through assistance activities including monitoring regulatory practices, promoting interagency cooperation within state government, and offering assistance in obtaining financing through industrial revenue bonds, federal programs and conventional financing.

In addition, the EIP will promote start-up training programs available through the area community colleges located throughout Iowa by helping spread the word about the state programs available to train new employees on new equipment.

Cedar Rapids

Cedar Rapids is a good example of an Iowa community that is just beginning to work with local industries through the IDC's Existing Industry Program. Ken Caldwell, director of economic development with the Cedar Rapids-Marion Area

IBP to open pork plant

Iowa Beef Processors announced in mid-April that it has purchased the vacant Hygrade Food Products plant in Storm Lake for $2.5 million and will open a pork processing plant in early fall with initial employment of 350 production workers and 35 management personnel.

According to the *Storm Lake Register's* Extra edition, Gene Leman, group vice president of the IBP pork division, said the plant will initially operate with one shift and will be expanded to a second shift as soon as it is feasible. When the two shifts are operating, IBP officials anticipate employment could grow to 500 to 700 workers.

IBP will be entering the pork business at a "quick gallop," IBP President Robert L. Peterson said at the special news conference held in Governor Robert Ray's office April 15. He called the entry into the pork business "a new era for Iowa Beef."

Governor Ray, talking about the impact of the new IBP plant on the entire state, said Iowa has a large hog industry, and, though it has processing facilities, the state still exports many hogs to other states. He said it will be good to keep those hogs in Iowa.

"The official announcement by IBP that they are going to locate a major hog processing plant in Storm Lake is the result of cooperation and a lot of hard work by many groups," according to Jim Chupp, manager of existing industries with the Iowa Development Commission. Chupp coordinated the IDC's efforts to help IBP find a suitable Iowa location. "Months of work went into this project, and the hundreds of jobs and large economic impact on the state make it more than worthwhile."

IBP President Peterson said IBP, which is the nation's leading beef

industries, communities

Chamber of Commerce, has put together a 30-member existing industries task group to begin calling on Cedar Rapids and Marion area industries.

"People here are excited about getting involved in economic development," Caldwell said. "I've had a lot of support from Cedar Rapids area business people in getting this program organized to help maintain a strong industrial base in this community."

The Cedar Rapids existing industries task group is putting the final touches on a questionnaire that will be the basis for their visits to leaders of local industries. The questionnaire addresses adequacy of local labor supply, city services, education and training, future plans of the industry, transportation and utilities and other areas involved in fulfilling the needs of local industries.

"The industry questionnaire is a good tool to start a frank discussion between community leaders and industries," the IDC's Holcomb said. "Something that starts out as a minor problem can develop into a

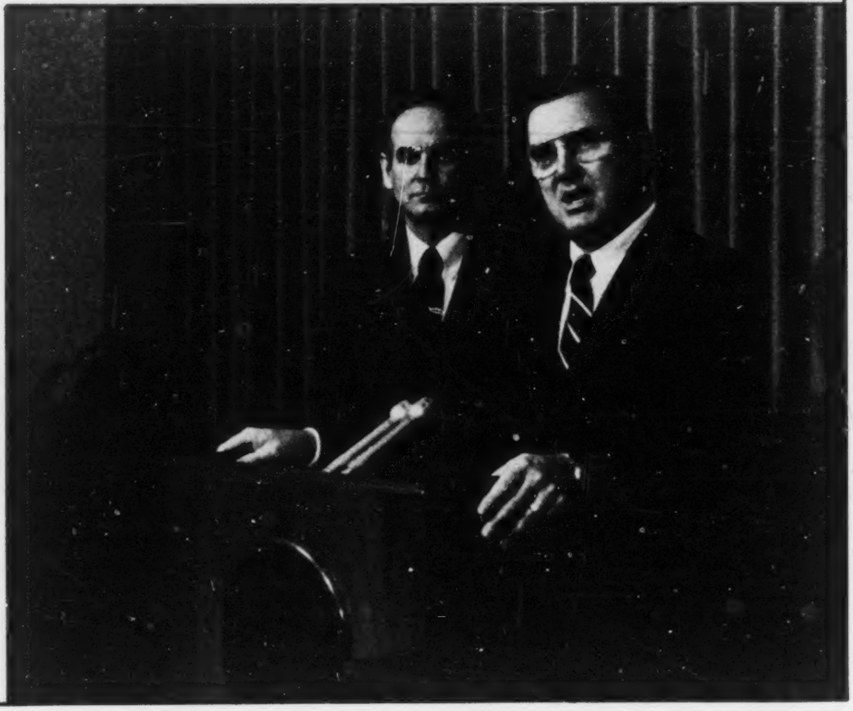
---

company, feels it can bring the same efficiencies to the pork processing business that it has brought to the beef industry during the last 21 years.

The Storm Lake plant initially will be capable of processing 1.5 million hogs a year. Expansion to a second shift will increase production to about 3 million hogs annually. U.S. Department of Agriculture estimates show there are about 17.5 million hogs marketed annually within a 150 mile radius of Storm Lake, making it one of the Nation's largest pork producing regions.

The Storm Lake Register's Extra edition summed up the mood in that Iowa community by saying, "On the streets of Storm Lake today, the letters IBP were on the tip of every tongue and smiles were on every face as people in the city celebrated the return of the meat packing industry to the area." ✤

Iowa Beef Processor's President Robert L. Peterson answers questions at a news conference held by Governor Robert Ray to announce the opening of an IBP pork plant in Storm Lake.



Continued from page 3

major problem if it isn't made known and taken care of in the early stages. When good channels of communication have been established in a community, this rarely happens."

A good start

Holcomb recently spent some time in Cedar Rapids, helping that community get a good start on working with its industries through the Existing Industries Program.

"Cedar Rapids has a good force of volunteers in its task group, and they will begin visiting local industries soon," Holcomb said. "They will use the questionnaire to get things rolling, and they will also give industry representatives a list of people to contact when questions arise. They will make sure that the industry is aware of business incentives in the area and they will talk about industrial training programs available through Kirkwood Community College in Cedar Rapids."

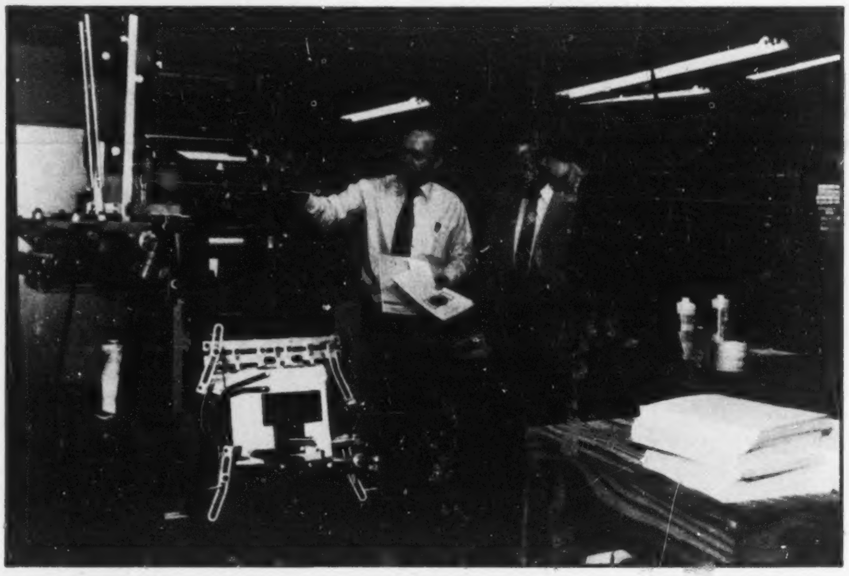
Holcomb was also recently in Mason City, a town that has been working in economic development and with the Existing Industries Program for a number of years. Holcomb was there to lead an existing industries tour: one or two days when community leaders and Chupp or Holcomb make rounds calling on local industries. The goal is to keep well-established lines of communication open through talking about new programs and policies or any problem areas, or major success, that have cropped up.

Mason City success

Successes were on the top of the Mason City list of things to talk about during the mid-April tour. Two industrial announcements were made during the two-day existing industries tour, and will result in more new jobs in Mason City.

Curtis 1000 will be building a 10,000 square foot addition to their existing Mason City plant. The firm produces a variety of printed business supplies for both regional and national markets. Curtis 1000 located in Mason City in July, 1972, with about 10 employees the first year. By 1980, employment was up to 26. Today the plant employs 38 people, and the expansion may result in the need to hire additional workers.

Collins Avionics, a division of Rockwell International, will be adding a new department to their existing operation in Mason City. The new department will process wire used in many of Rockwell International products, and about 12 new workers will be hired by the firm. The Collins Avionics plant located in Mason City in 1977 with 28 employees. Today, the firm employs about 112 workers.



Paul Scott, (left) Curtis 1000 Mason City plant manager, shows Dennis Holcomb, IDC regional manager, and Mason City Chamber of Commerce President Arlene Gilbert, some of the printing equipment in the firm's current 18,000 square foot facility. Curtis 1000 announced a 10,000 square foot expansion while Holcomb was in Mason City for an Existing Industry Tour in mid-April.

Finding problems

Not every Iowa community can have as many success stories in a short period of time as Mason City did during mid-April. But, working with the IDC's Existing Industry Program can help ensure that local industries are not having problems that might make them consider expanding in a different area when the local problem could be solved.

Chupp and Holcomb are available to visit with representatives in Iowa communities interested in improving industrial relationships. They can be contacted by writing the Iowa Development Commission, Existing Industries Program, 250 Jewett Building, Des Moines, Iowa 50309, or calling 515/281-3027 for Chupp and 515/281-3630 for Holcomb. ✤

IDC viewpoint

Worldwide competition means economic health

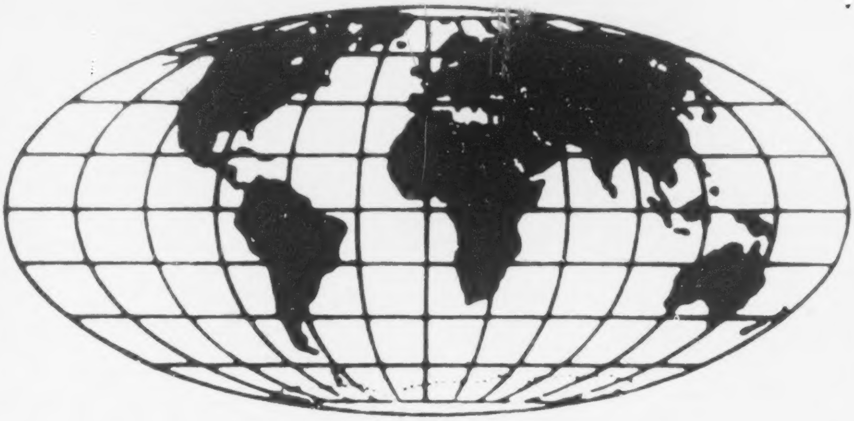
Cries for protection and trade barriers increase as competition intensifies

Competition. It is the cornerstone of our capitalistic economy and a part of life in the U.S. But when competition comes from outside our nation's borders, it can seem more intense and threatening than when it comes from within.

"The U.S. competitive position is being challenged as never before," according to Secretary of Commerce Malcolm Baldrige in *U.S. News & World Report's* March 1, 1982 article, "A Global Trade War on the Way?". "The long-term effects on our national security and our international influence could be severe."

A run for their money

Japanese car makers and steel producers, Korean textile manufacturers and a host of others from around the globe are giving U.S. firms a real run for their money. In addition, many of these countries have imposed tariffs, or other restrictions, on U.S. products. Because of this, danger is mounting of a multibillion-dollar trade war that could cut U.S. sales abroad and boost prices Americans pay at home, according to the *U.S. News* article.



As more U.S. companies find themselves pitted against competitors for sales, the cries for help are increasing in volume. Many individuals and firms are looking to the federal government for protection through imposing trade barriers.

"Around the globe, calls for protectionism are louder and more shrill than they have been in 50 years," *U.S. News* quotes U.S. Trade Representative Bill Brock as saying. The article goes on to say that increasingly in Congress, and within the Reagan administration, there is talk of "reciprocity" — putting up

Continued from page 5

import barriers to countries that are closing their markets to the U.S.

Trade deficit

Until 1971, the U.S. had a strong record in international trade, with a history of trade surpluses — we sold more than we bought in overseas markets. Then the tide began to turn. Since 1975, the trade balance for merchandise has been in the red.

Commerce Secretary Baldrige points out that the U.S. accumulated merchandise trade deficits of more than $120 billion from 1975 through 1980, according to *Nation's Business*, February, 1982. He projects that 1981 and 1982 deficits will add more than $60 billion to the total. Baldrige says expansion of U.S. exports is a cornerstone of President Reagan's economic recovery program.

Some say that an answer is to cut imports; that apart from essential industrial supplies and fuels, the U.S. could get along without imports. On the contrary, American Importers Association information says, imports which compete with domestic products perform the same economic functions as domestic competition: They promote innovation, give us access to new technology, allow American consumers a wider choice, challenge American producers to be more efficient and inventive, help combat inflation and create tens of thousands of new jobs related to importing.

Access to markets

Moreover, only by accepting import competition can we be sure that U.S. *exports* will have access to foreign markets. Third World Nations are the fastest-growing markets in the world for U.S. exports of capital goods, consumer goods and farm products — and these markets will continue to grow only as long as America is willing to accept competitive manufactured goods which these "new" economies must sell to the world in order to survive. In addition, low-cost imports from the developing nations are usually bargains for the American consumer, helping the battle against inflation.

While some imports are bargains for Americans, others are absolutely essential to industries, and cannot be found within the U.S. Minerals are one example. It is a geographic reality that most of the world's vital and strategic minerals are located in South Africa and the Soviet Union.

Without chrome ore, platinum, manganese and vanadium, U.S. industry could come to a halt since these elements are needed to make high-quality steel. Some experts maintain that a cut-off in either manganese or chrome would be more devastating to the Western world than a complete embargo on oil.

An important part

Foreign trade is an important ingredient in the recipe for a healthy U.S. economy. In our ever-shrinking world, the U.S. economy is thoroughly entwined in a global economic system. We cannot afford to isolate ourselves, anymore than other nations can claim self-sufficiency.

The Census Bureau estimated that 4.8 million U.S. jobs depend upon exports of goods and related services. Exports from Iowa provide 122,000 export-related jobs in the Hawkeye State and generate a payroll of more than $100 million annually. Iowa's estimated total exports for 1981 were $6.71 billion — $3.74 billion agricultural and $2.97 billion industrial. Approximately 20 percent of Iowa manufacturers export, compared to the national average of 10 percent. In agriculture, if Iowa were a separate country it would ship out more corn than the next three largest exporters *combined* (Argentina, South Africa and France). Each $100,000 increase in exports means two more jobs, $28,000 in personal income and $4,000 in state and local taxes.

New opportunities

Comprehensive and far-reaching international negotiations, the Multilateral Trade Negotiations, have resulted in agreements that should liberalize world trade over the next decade, according to the Office of Country Marketing in the U.S. Department of Commerce. The agreements also should open new opportunities for U.S. exports.

As the MTN agreements are phased in during the next ten years, free trade should become more a reality on a global scale. Agreements to unilaterally lower tariffs and other trade barriers should be far more stimulating to the world, and therefore U.S., economies than imposing new trade barriers in retaliation to those of our trading partners. A U.S. move toward tighter import restrictions would put us in a poor position to urge other countries to lift their barriers to allow U.S. products to be sold at competitive prices abroad.

Competition is key

The key is true competition in the marketplace, the world. Protectionism will solve neither our trade deficit problem nor the domestic needs to expand the U.S. economy, stabilize prices and create more jobs. Instead, protectionism will provoke foreign retaliation, slow our export growth and constrict world trade.

The impact of competition, both foreign and domestic, on American jobs should be confronted by policies that foster economic growth as stable prices rather than freezing or protecting inefficient economic activities. A growing economy can afford to help workers and capital shift from obsolescent economic activities into more productive and rewarding activities, making America more prosperous and more competitive in the world marketplace. ◆

Protectionism's Perils

Protectionism is in the wind, and as always, its seductive perfume masks a debilitating narcotic.

International competition has the same virtues and characteristics as domestic competition. It provides more and better products, promotes efficiency and keeps prices down. But in the process, competition creates losers as well as winners. And the losers often seek political protection.

The fallacy of erecting trade barriers — as an economic proposition — is easy to see. Just take the practice to its logical extreme: Suppose every country imposed equally severe restrictions on international commerce. Then each would be in the same position, relatively, as if there were no restrictions. But less trade would take place in such an ultraprotectionist world, and consequently, living standards would be lower. Much lower.

Well, don't we have to shield our industries and workers from the unfair trade practices of others? As a matter of economic theory, most economists would say no. A protectionist country is likely to do more harm to itself than to its trading partners. A country that sells to other countries while refusing to buy from them is exchanging useful products for little pieces of paper — money — that have value only because they represent claims on goods and services. A country that sells its products for less than their cost is making a gift of the difference to its customers.

Democracies, however, seldom function strictly according to economic theory. When the discriminatory practices of one country are (or appear to be) the cause of economic problems in another, political pressure to retaliate can become irresistible. The U.S. is nearing that point today, a fact our trading partners should note.

Retaliatory trade restrictions are in some ways similar to nuclear weapons. The threat of their use may help to preserve the peace, but if they actually have to be employed, it's a catastrophe. Any U.S. protectionist moves should be intended solely to persuade other countries to agree to mutual reductions. Otherwise, retaliation will beget retaliation as nations "protect" themselves into a major depression.

The best course for the U.S. government to follow is to help its businesses become better competitors, rather than try to shield them from competition. Essential to the success of such a policy is abandonment of the air of suspicious hostility that has long prevailed between the federal government and the nation's private enterprises. There are several specific steps that would help, too:

- Revise antitrust law to recognize that competition takes place on a worldwide scale. The test for monopoly should not be the number of American producers. It should be the availability of competitve products and services, from whatever source.
- Stop trying to apply American law within the borders of other sovereign states. The foreign affiliates of American companies should not be placed in the impossible position of having to serve two masters making conflicting demands.
- Encourage the State Department and other agencies of the U.S. government to help Americans find and exploit overseas business opportunities.

As Commerce Secretary Malcolm Baldrige warns: "Unless we get our act together, we risk a long-term period of economic decline." ◆

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May is Iowa Beef Month

May is officially Beef Month in Iowa. During the month, the Iowa beef industry is featured in hundreds of newspapers, promoted in every corner of the state over radio and TV, and recognized by consumers, businesses and thousands of people in Iowa who are part of the beef industry.

Beef Month in the Hawkeye State is coordinated by the Iowa Beef Industry Council, an organization funded by the 30,000 cattle producers of Iowa through the checkoff deduction on all cattle marketed.

Projects and programs

Projects include barbecues, banquets, shopping center promotions, grocery store displays and taste samplings, cooking and cutting demonstrations, rural-urban civic meetings and forums, educational programs and just about anything a local group would like to do to promote beef and enhance the image of both the product and the industry.

IBIC Executive Director Bruce Berven explained that while the primary goal of the promotion is to generate positive publicity for beef, the activities and format of the campaign will yield other positive results.

Cooperation

"We need to recognize that the whole industry must work together, that the cattlemen depend on the packer, on their suppliers, on the grocer and the restauranteur . . . on everybody from the trucker who hauls the livestock to the factory worker who makes feed wagons . . . and vice versa.

"The cooperation going on during May is just the kind of thing we need to give beef the push to get back toward profitability," Berven continued. "The cattlemen have made a commitment to promote their product, but they recognize that only with the help of everybody in the industry can our promotions be successful."

$7.8 million in advertising

The campaign theme, "Somehow, Nothing Satisfies Like Beef," is the same theme being delivered to consumers around the country through the joint efforts of 29 state beef councils. These many organizations, in cooperation with packers and retailers, have pooled some $7.8 million in producer funds to support national television and print advertising aimed at about 200 million consumers.

"We are in the midst of the biggest beef promotion, both nationally and in Iowa, that has ever been attempted," Berven explained. "We believe in our product, we are proud of beef's quality, and we are committed to making the whole beef industry solid and profitable. With the kind of cooperation we see here during May, and the scope of the work we're doing nationally, we're sure that beef will continue to be a good, profitable industry for cattlemen, and for all of Iowa." ⌖

ENJOY THE BEST
IOWA BEEF
IOWA CORN-FED BEEF

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

February, 1982

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	132	301	Iowa City	61	742
Atlantic	9	113	Keokuk	2	176
Burlington	35	508	Marshalltown	117	448
Carroll	18	263	Mason City	73	501
Cedar Rapids	268	1,784	Muscatine	95	394
Centerville	11	179	Newton	13	182
Charles City	12	98	Oskaloosa	4	192
Clinton	172	516	Ottumwa	23	518
Council Bluffs	69	519	Sheldon	38	62
Creston	40	163	Shenandoah	18	147
Davenport	181	1,654	Sioux City	482	1,098
Des Moines	382	1,635	Spencer	75	215
Dubuque	106	1,597	Storm Lake	37	145
Fairfield	17	58	Waterloo	81	726
Fort Dodge	133	477	Webster City	22	148
Fort Madison	94	123			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	Feb. 1982	Feb. 1981
All Urban Consumers (1967 = 100)	283.4	263.2

Composite Construction Cost Index

	Dec. 1981	Dec. 1980
Composite Construction Cost Index (1977 = 100)	158.2	147.8

Business Data

	1/82	1/81
New Car Registration	4,790	10,945
Iowa Savings & Loan ($000,000)		
Mortgage Loans	-13.7	-2.7
Savings	-14.4	-27.6
Work Force (000)	1,351.2	1,361.3
Unemployment	92.9	76.3
Rate (% of work force)	6.9	5.6
Employment	1,258.4	1,285.0

Value of New Dwellings[1] ($000)

	3/82	3/81	3 mos./82	3 mos./81
Ames	$ 0	$ 76.0	$ 148.0	$ 76.0
Bettendorf	93.7	470.0	93.7	597.5
Burlington	86.0	40.0	241.0	40.0
Cedar Falls	0	550.3	140.1	951.4
Cedar Rapids	0	212.9	0	2,605.7
Clinton	0	384.0	0	384.0
Council Bluffs	92.1	18.5	92.1	79.7
Davenport	393.9	872.1	578.7	1,200.7
Des Moines	336.3	826.4	603.8	1,544.5
Dubuque	153.2	0	153.2	0
Fort Dodge	0	110.0	0	110.0
Iowa City	1,705.5	686.0	7,361.0	1,137.7
Keokuk	0	138.0	30.0	138.0
Marion	0	349.7	0	454.4
Marshalltown	64.0	39.0	64.0	85.0
Mason City	85.0	90.5	85.0	174.4
Muscatine	35.3	348.7	65.5	388.7
Newton	36.3	0	36.3	0
Ottumwa	165.0	113.0	196.0	193.0
Sioux City	49.7	94.2	104.9	124.7
Urbandale	359.1	425.4	421.6	541.5
Waterloo	434.0	810.1	499.0	2,190.5
W. Des Moines	306.2	536.9	306.2	825.2
TOTAL	$ 4,395.3	$ 7,191.2	$ 11,220.1	$ 13,842.6

Monthly Retail Trade[1] ($000)

SMSA[2]	12/81	12/80	% Change From Last Month
Cedar Rapids	20,572	19,456	+ 51.3
Des Moines	39,367	36,880	+ 57.9
Dubuque	10,552	10,003	+ 47.9
Omaha/C. Bluffs	54,401	49,921	+ 65.6
Sioux City	11,130	10,362	+ 61.8
Waterloo	12,165	11,726	+ 53.9

[1] Not adjusted for seasonal variation, holiday or trading day differences.

[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
January, 1982	217.83	871.10
February, 1982	221.75	824.39
March, 1982	215.71	822.77

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	3/82	2/82	3/81
Corn, bu.	$ 2.31	$ 2.32	$ 3.17
Soybeans, bu.	5.76	5.86	7.61
Oats, bu.	1.98	2.06	2.03
Hogs, cwt.	48.50	48.00	39.00
Beef cattle, cwt.	55.60	54.00	57.60
Calves, cwt.	58.00	56.00	66.80
Milk (whls), cwt.	13.40	13.40	13.50
Sheep, cwt.	24.10	24.30	24.00
Lambs, cwt.	56.20	53.40	54.90
Eggs, doz.	.50	.47	N/A
All hay, ton baled	60.00	57.00	48.50
Turkeys, lb.	32	.32	.42

Average Prices Paid by Farmers

	3/15/82	3/15/81
Beef cattle concentrated, 32-36%	$ 12.80	$ 12.70
Hog feed, 38-42% protein	14.70	15.60
Soybean meal, 44% protein	12.50	13.00
Dairy feed, 16% protein	172.00	194.00
Poultry feed, layer ration	189.00	245.00

Commodity Feed Price Ratios

	3/15/82	3/15/81
Hog — corn[1]	21.0	12.3
Beef cattle — corn[1]	24.1	18.2
Egg — feed[2]	6.0	4.0
Milk — feed[3]	1.56	1.39

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Locknuts

A German firm is interested in granting a license to an American company for the manufacture of a new type of locknut used in the auto and railroad industries. According to the firm the locknut can be reused. The German firm is unable to produce sufficient quantities of the locknuts and, therefore, would like to cooperate with a U.S. company in the distribution, including purchasing part of the U.S. output for sale in West Germany (G32-3634L)

Concrete repair

A German firm involved in the development and production of concrete repair and structural protection systems would like to discuss a licensing arrangement with American companies. The American companies will be responsible for sales, management and promotion. Technical counsel will be provided by the German firm, which employes 65 people and lists annual sales of $2,700,000. (G32-3528L)

Oil field service

A Norwegian firm wishes to broaden its activities related to the petroleum industry. The company is looking for a joint venture or acquisition with firms in the oil field service, supply and manufacturing sectors. (N32-3429J)

Cleaners

A German manufacturer of household detergents, cleaners and specialty products is interested in granting licenses to American manufacturers in similar production lines. The German firm would also consider a joint venture by investing in an American company which would manufacture and distribute the German company's products. Established in 1963, the German firm employs 60 persons. (G32-3328L)

Synthetic resins

A West German manufacturer seeks a suitable cooperation, such as a joint venture or partnership in the U.S. with a compatible establishment for the production of synthetic resins used in the paint and varnish industry. The German company's product line includes caulking compounds, applications for surface decorations, and surface protections. The firm employs 100 people and lists sales of $17 million. (G42-4528J)

Pallet carriers

A German manufacturer of a new edgeboard carrier system for palletized parcels and packages wants to locate a U.S. license partner. The system consists of a fully automatic edge reinforcing machine. Established in 1975, the firm employs six people and lists $600,000 in annual sales. (G42-4635L)

Building directories

A German firm engaged in the manufacture of aluminum letter display directories used in banks, airports, office buildings, etc. seeks a license arrangement with a U.S. company. (G42-4734L)

Light fixtures

A Belgian manufacturing firm involved in the production of lighting appliances, such as chandeliers, spotlights, desk lamps, etc., wishes to make contact with U.S. companies regarding a joint venture opportunity. Founded in 1927, the Belgian firm currently employs 200. (B42-4836J)

Scrap processing machines

A German manufacturer of scrap processing machinery is interested in seeking licenses for manufacture of its machinery in the United States. The company has a full line of machines for various cutting and shearing operations. (G42-4935L)

Valves and taps

A German manufacturer of high quality turned brass parts for water valves, taps, etc., is seeking a joint venture with a U.S. company to market, then assemble, and finally manufacture if sales warrant. The German firm believes its products could be an alternative for U.S. faucet and plumbing supply manufacturers who now manufacture the entire product, including the interior valves. (G42-4134J)

Plastics molding

A medium-sized German enterprise engaged in the plastics processing industry using injection molding and blow molding methods is interested in a license arrangement with a U.S. company. The U.S. firm should have an existing distribution system and appropriate knowledge of the market. The German company is willing to supply technical knowledge, facilities and business capital. (G42-4230L)

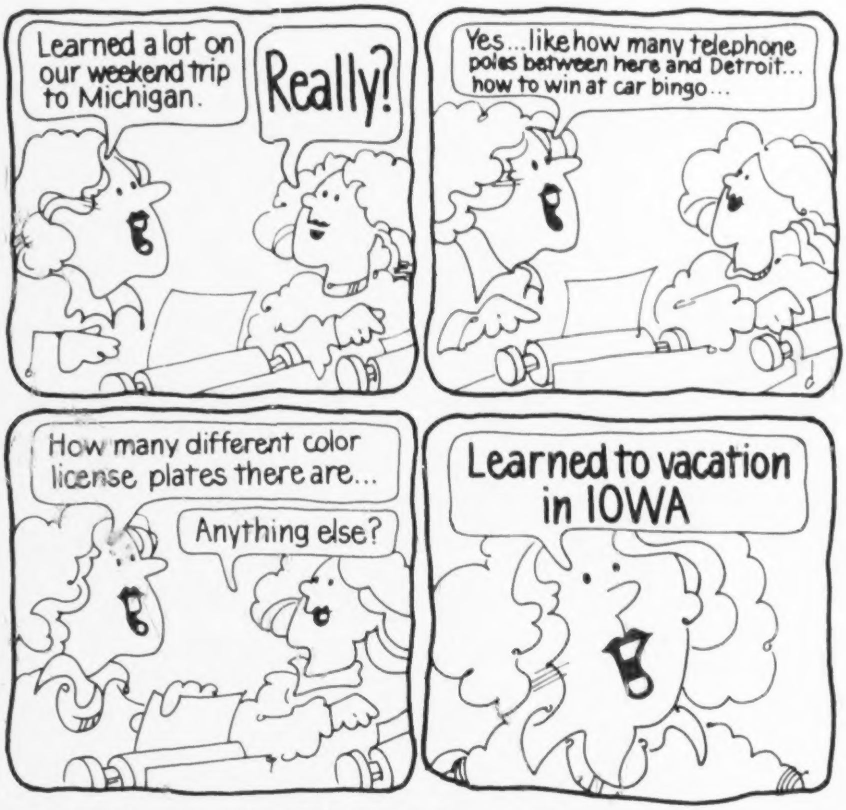
Electronic equipment

A German manufacturer of electronic data detection devices for welding wishes to establish a license arrangement with a U.S. company. The German firm license agreement would be intended for an adjustment calculation control unit used in welding shops. The product measures wire feeding speed, arc voltage, consumed wire, placed wire, and welding time. (G42-4336L)

Recycling machinery

A German firm involved in manufacturing of machines used in refuse processing, recycling and paper processing, and metal scrap processing is seeking a joint venture with an American company. The German firm employs 700 and has sales of $58 million. (G42-4435J)◆

Iowa exports create Iowa jobs. Not only are there more than 56,000 jobs in Iowa related to exporting, but exporting adds nearly 7 billion dollars to Iowa's and the United States' economy. The Iowa Development Commission would like to urge you to salute Iowa's business and agriculture communities involved in exporting products. They deserve your thanks during World Trade Week, May 16-22.


Learned a lot on our weekend trip to Michigan.
Really?
Yes ... like how many telephone poles between here and Detroit ... how to win at car bingo ...
How many different color license plates there are ...
Anything else?
Learned to vacation in IOWA

Whether you're looking for excitement or relaxation, you can find it here . . . and you won't have to spend a lot of time behind the wheel. For more information, write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

this weekend try Iowa!

Iowa

a place to grow

IDC DIGEST

May 1982 **Vol. XI-No. 6**

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Governor's Export Conference June 22

In response to the nationwide recession, many business representatives are looking to overseas markets to expand sales. The 10th Annual Governor's Conference on Export Expansion, scheduled for June 22, 1982, at the Stouffer's Five Seasons Hotel in Cedar Rapids, has been designed to help Iowans learn more about exporting from those involved in the field.

Speakers

Robert Doyle, a widely recognized consultant in triangular trade and barter, will be one of the main speakers at the conference. Doyle, an attorney based in Minneapolis, has prepared and prosecuted many domestic and foreign patent and trademark applications. He has established and managed license and distribution programs in Europe and Asia. He was General Counsel, Patent Counsel and Export Manager for Char-Lynn Company from 1967 to late 1970.

During the past 17 years, Doyle has made about 45 trips overseas and negotiated matters in Asia, Europe and Central America. He spent more than five years in Asia during these trips. He has also successfully negotiated reverse investments with Japanese companies.

Another main speaker at the conference will be Joel D. Honigberg, president of the International Business Council and vice chairman of the Marshall International Trading Company, one of the nation's largest exporting trading companies. Honigberg is an expert in international trade, and will be talking with Iowans at the conference about future trends in exporting.

Governor Robert Ray's office also has extended an invitation to U.S. Secretary of Commerce Malcolm Baldrige, but it is not yet known if his schedule will allow him to attend the conference.

Southeast Asia

Two Iowa manufacturers who have had successes in marketing in the Southeast Asian area will explain their exporting programs. Also, a marketing specialist from the U.S. Department of Commerce will speak on marketing opportunities in the Association of Southeast Asian Nations. This section of the conference should be especially valuable since the fall 1982 Iowa Development Commission trade mission will be visiting that area of the world. All of the speakers will be available to answer individual questions.

Finally, Iowa firms that have done an outstanding job in expanding exporting activity will be recognized by an award from Gov. Ray at the noon luncheon.

A mailing with more information and registration materials for the conference is currently being sent to all Iowa manufacturers. If you do not receive the information shortly, contact Max Olson at the Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, or call 515/281-3138, and he will send it out. ◆

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Iowa Development Commission
Digest
June, 1982

JUL 6 1982

Forest Craft Festival

July 17-18, 1982

Story on page 6

BEST AVAILABLE COPY

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/service
12,000	Sioux City	Spec Building (new)
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Creston	Lt. Mfg./Warehousing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
60,000	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
94,228	Keosauqua	Manufacturing
100,000 (3 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
248,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

"Ah, the adventure of the open road," he says.
"The breathtaking view of several states from behind a steering wheel," he says.
"Next time we try IOWA," he says.

Take a vacation and have a good time, too. Scenery, museums, festivals and campsites are just hours away. Bet there's an Iowa adventure you haven't tried yet. We'll help you find it. Write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

try Iowa!

BEST AVAILABLE COPY

1982 Governor's Tourism Conference

Travelers are spending more than $1.5 billion in Iowa every year, and more than 100 members of Iowa's travel industry gathered in Cedar Rapids May 5-6 to exchange ideas and learn new promotional techniques on how to increase this industry's contribution to the Iowa economy.

The message at the 2nd Iowa Governor's Conference on Tourism from nationally-recognized experts in tourism and from Iowans in the industry was that the Hawkeye State can make its travel industry grow.

Iowa can lure travelers

Dr. Thomas Davidson, whose firm Davidson-Peterson Associates in New York has worked on some major campaigns, including the Bahamas and the "I Love New York" campaign, said that tourism creates jobs for unskilled workers, increases real estate values and brings new money into the state. He added that though Iowa does not have the New York theater district or balmy Bahamian beaches, the majority of tourists are not looking for exotic vacations.

"The greatest number of travelers are looking for things I've . . . seen here," he said. "Your state is accessible to a large number of people and you have natural areas" that could be used to lure travelers.

"What you need to do is take a hard look at your assets through the eyes of the marketplace and then put your limited dollars where they'll do the most good," Davidson said.

His comments were part of the evening banquet, sponsored by the Iowa Beef Industry Council and featuring Iowa beef. The banquet was followed by a reception sponsored by the Private Stock Winery in Boone, and featured Iowa wines and dessert.

Ray praises industry

Governor Robert D. Ray joined the group for the Luncheon on May 6 and praised how far the travel industry has come. He urged attendees to continue efforts to strengthen the travel industry in Iowa.

Workshops during the two-day conference covered topics ranging from how to work with the Legislature and media, to using volunteers and advertising. Speakers included Dr. Uehl Blank, University of Minnesota resource economist; Paul Comer, director, Iowa Community Betterment Program with the Iowa Development Commission; State Senator Bob Rush and State Representative Robert M.L. Johnson, both of Cedar Rapids; Professor John Cottman, University of Iowa College of Business and Dix Hollobaugh, *Des Moines Register* travel writer and Gary Sarnoff, reporter for KWWL's Eastern Iowa Close-up program.

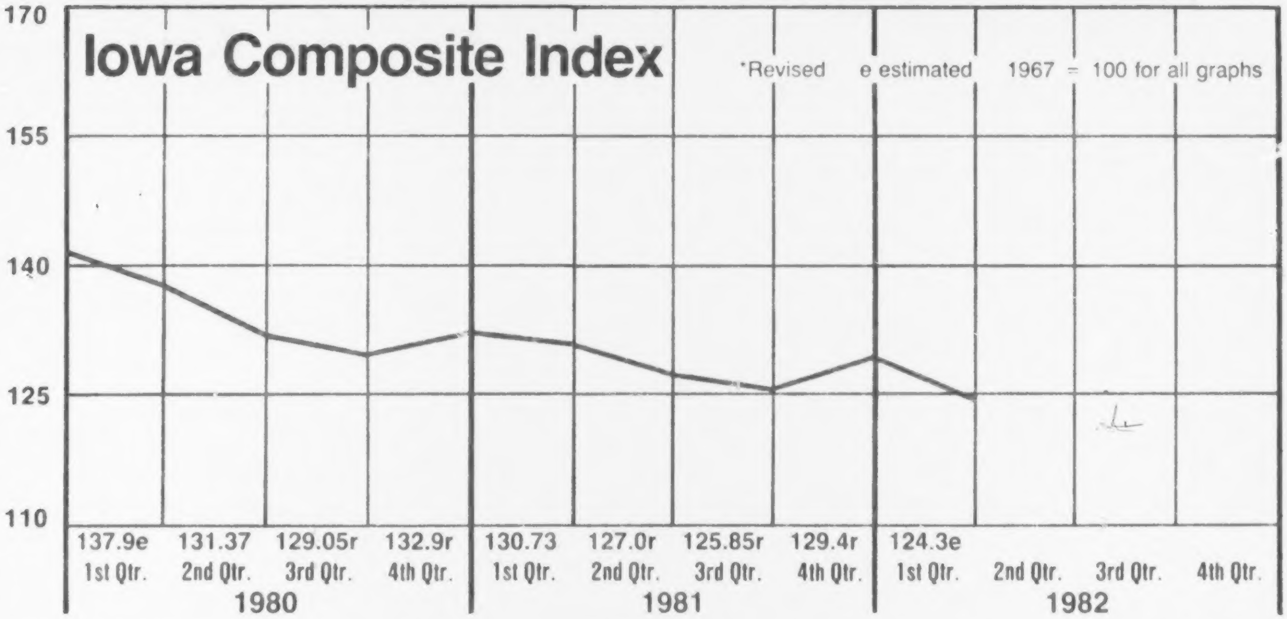
Shirtsleeves session

The conference ended with a "shirtsleeves session" where members of the industry brought up their own ideas and questions. Carl A. Oehl, owner of the Colony Market Place in the Amana Colonies, said that getting people together to discuss things is more important now than ever.

"I've heard a lot of Iowans say that they have nothing to offer tourists," Oehl said. "Right now, Iowa has a big plus. People no longer are going thousands of miles on vacations; they are looking for some place to visit in a 300 to 400 mile radius. With our central location, every rural community willing to clean up its town square and offer travelers some home-spun hospitality is an attraction."

The 2nd Annual Governor's Conference on Tourism was co-sponsored by the Tourism and Travel Division of the IDC and the Iowa Travel Council. ♣

THE IOWA ECONOMY



The composite index dropped to the lowest level of the current economic downturn, which began in 1980. Key component indexes — Agriculture, Retail Trade, Manufacturing, Transportation, Communication and Utilities — were especially low the first quarter of 1982.

Economic indicators survey

To help us provide you with the kind of economic data you need, we ask that you complete the following survey and send it to:

Research Division
Iowa Development Commission
250 Jewett Building
Des Moines, Iowa 50309

1. Concerning the Quarterly Iowa Composite Index on this page and its component indexes for each sector, how valuable is this information to you?

Very Valuable	Moderately Valuable	Interesting but of Little Value	Of no Value or Interest
☐	☐	☐	☐

2. How do you use the information from the indexes?

☐ Advance planning, goal setting
☐ Industry comparison, (i.e. comparing your company's performance to that of the industry as a whole)
☐ General background information
☐ I do not use the information at all
☐ Other purpose, explain: ____________________

3. Concerning the Iowa Ag and Business Indicators that appear in the Digest every month on page 9, how much value is this information to you?

Very Valuable	Moderately Valuable	Interesting but of Little Value	Of no Value or Interest
☐	☐	☐	☐

4. Concerning the health of Iowa's economy, which sector(s) are you most interested in keeping abreast of? (Check one or more of the following):

☐ Agriculture
☐ Construction
☐ Finance & Insurance
☐ Government
☐ Manufacturing
☐ Retail Trade
☐ Services
☐ Trans., Comm., Utilities
☐ The Iowa Economy in General

5. What additional types of economic indicators or data would you like to see?

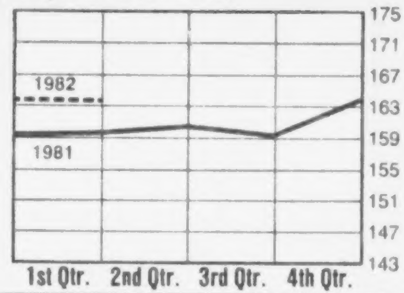
☐ More historical data (i.e. current economic data compared to long term trends)
☐ Leading economic indicators (data that projects future trends)
☐ Consumer attitudes concerning: personal financial situation, future buying plans, general economic outlook, etc.
☐ Other specific economic data, such as: ____________________

6. In what sector of the economy would you catagorize your organization (or yourself)?

☐ Agriculture
☐ Construction
☐ Finance & Insurance
☐ Government
☐ Other: ____________________
☐ Manufacturing
☐ Retail Trade
☐ Services
☐ Trans., Comm., Utilities

SERVICES (Employment, dollar volume index)

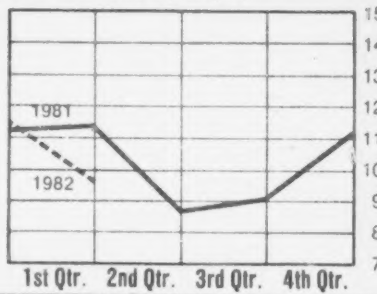
1981	1982
160.83r	164.3e
161.1r	
160.13	
164.6e	



The services index was virtually the same from the fourth quarter 1981 through first quarter 1982. This is due to steady employment with slight increases in dollar volume in the sector equally offset by inflation.

AGRICULTURE (Cash receipts, prices paid)

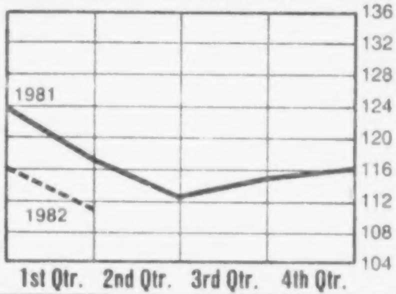
1981	1982
119.61r	102.3
92.5r	
95.2r	
117.0e	



The Ag sector's index declined to the lowest first quarter index in five years. The reason: prices paid by farmers have risen faster than cash receipts from farm products marketing.

RETAIL TRADE (Employment, taxable retail sales)

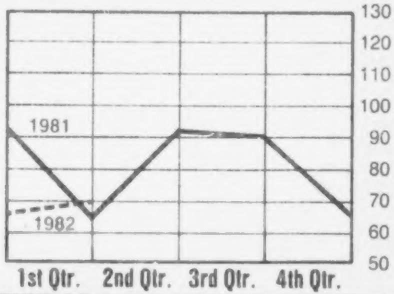
1981	1982
117.2	111.4
113.92	
115.0	
116.17	



The drop in the retail trade index reflects lower levels of employment in this sector.

CONSTRUCTION (Employment, value of construction)

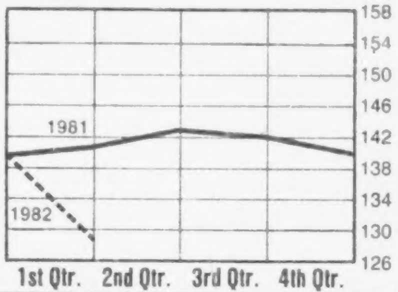
1981	1982
65.71r	70.0
91.11	
90.40	
67.37	



The construction index gained ground in the first quarter, a time when the index usually shows a seasonal drop. The increase is due primarily to the new gas pipeline crossing N.E. Iowa. Without that project, the index would have been around 55.0 instead of 70.0.

MANUFACTURING (Productivity, employment)

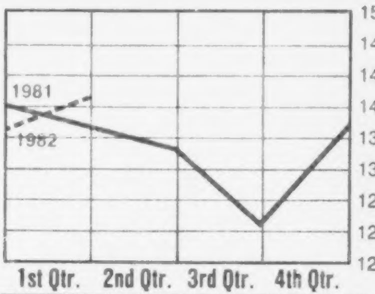
1981	1982
141.61r	128.6e
143.18	
142.11r	
136.8r	



Manufacturing employment was off sharply in the first quarter causing the drop in the manufacturing index.

GOVERNMENT (Employment, expenditures)

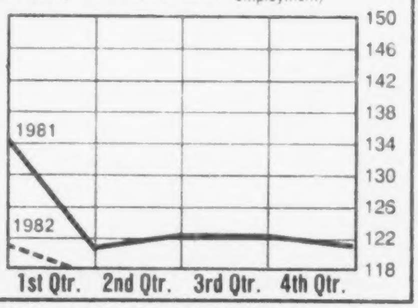
1981	1982
138.77r	142.34
136.77	
126.12	
137.94	



The well-being of those in the government sector improved over the fourth quarter, but not enough to reach the 1980 levels.

TRANS., COMM., UTILITIES (Wages, employment)

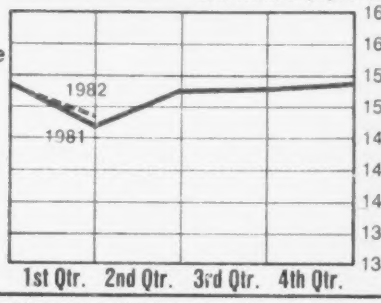
1981	1982
121.78r	116.6
122.9r	
122.9r	
121.34e	



Wages and employment were steady or down slightly in the trans., comm., and utility industries resulting in a drop in the 1st quarter index.

FINANCE & INSURANCE (Insurance sales, bank debits, employment)

1981	1982
151.52r	152.84e
155.59	
155.74	
156.4r	



Steady employment and insurance sales led to a continued steady index. The index is slightly better than last year's first quarter due mainly to the drop in inflation.

An Iowa midsummer treat

The Forest Craft and Van Buren County Summer Arts Festivals are July 17 & 18

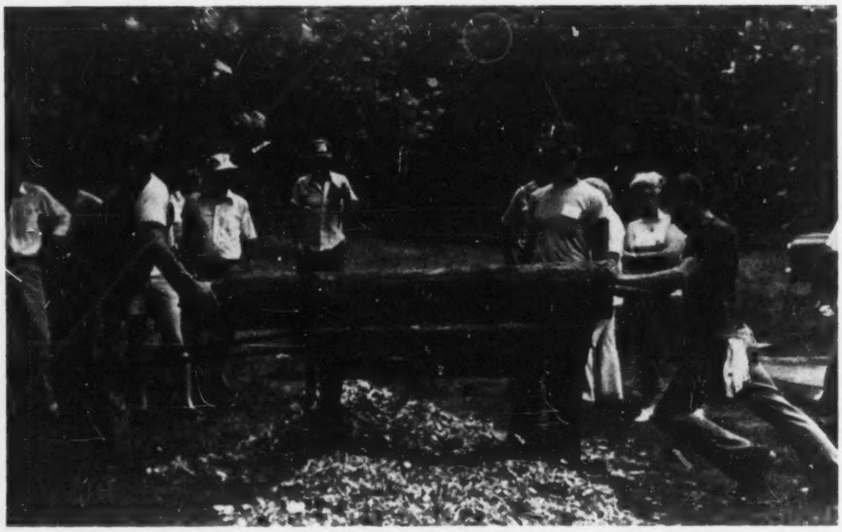
Beauty, both natural and manmade, will be on display July 17 and 18 in Van Buren County. During this weekend, both the Forest Craft Festival and the Van Buren County Summer Arts Festival will be taking place, giving visitors a chance to visit two major festivals in one area.

Lacey-Keosauqua State Park provides the backdrop for Iowa artisans to display their crafts and works of art made from Iowa wood at the second Forest Craft Festival, sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Van Buren County. Displays will also be set up to help visitors learn to appreciate forest resources through looking into the role forests played in the days gone by, as well as examples of what is currently being done to learn more about the needs of Iowa wildlife and forest management techniques.

At the first festival in 1981, everyone cooperated except Mother Nature who provided rain for the two-day event. But even the rain didn't dampen the spirits of most

Allison Koch (standing) gives some advice on operating heavy equipment to her sister Courtney at the 1981 Forest Craft Festival.

The Iowa Conservation Commission staff will b to answer questions about forest resources.



visitors to one of Iowa's most beautiful state parks. Around 7,500 people toured the displays, tried their hands at using a buck saw and took home items fashioned from Iowa woods.

This year, visitors to the Forest Craft Festival can see wood crafts demonstrated, with many items for sale, judge how much lumber one tree represents or gain a new respect for the chain saw by trying their hand at a crosscut or buck saw. Steam-powered sawmills and planers from days of old will be operating periodically throughout the weekend.

Wood has regained popularity as a fuel, and visitors can find out which woods burn best, learn the differ-

continued on page 8

on hand again at the 1982 Forest Craft Festival

Crafts people demonstrated everything from wood carving with fine tools (upper left) to turning logs into lumber with a steam-powered planer (top) to sculpting wood with a chain saw (above) at the 1981 Forest Craft Festival.

from page 7

ence between a "pick up" load and a cord of wood, see just how much wood it takes to support a fireplace or woodburning stove and find out the best ways to cure firewood.

Conservation Commission staffers will be demonstrating how radio devices are used to track wild animals and how animals are carefully captured, banded with the tracking device and then released.

Van Buren County is a summer travelers delight, with art galleries, antique museums and shops, restored grand old hotels and, of course, the Van Buren County Summer Arts Festival. As in years past, the people of Van Buren County hold an area festival and invite the nation. For two days, July 17 and 18, visitors are invited to travel throughout the county to visit the statewide artists' galleries, watch painters, sculptors, potters, weavers, carvers and other craft people at work. There will be antique flea markets, photography exhibits and the DownRiver Theatre Company will be presenting Lovers and Other Strangers at the Hotel Manning in Keosauqua. Quilting bees, quilting contests, rock hounding activities and ice cream socials are just some of the events rounding out the arts festival.

The weekend of July 17 is the perfect time to head to southeastern Iowa and enjoy a real Iowa summertime treat: the Forest Craft and Van Buren County Summer Arts Festivals.

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Tourism boosts Iowa's economy

By ***WILLIAM H. BURGER***
Iowa Development Commission Chairman

In a year filled with gloomy economic news, we're happy to report that, in Iowa, the tourism industry is one economic sector that continues to grow. Americans may be tightening their belts in other areas, but the totals in tourism are ringing up faster than ever before.

The travel industry is the third largest source of income in Iowa. In 1980, travelers spent more than $1.5 billion in the Hawkeye State. Jobs for 54,000 Iowans are tied to tourism, and the potential for growth in the travel industry is evident and necessary, as shown by the excellent attendance at the recent Governor's Conference on Tourism. (For a complete report on the conference, see page 3).

Along with the impact on jobs and income, tourism dollars increase revenues to the state, helping all of us to maintain our standard of living. Spin-offs from the tourism industry include economic boosts for the construction industry, for tourism-related service industries, such as travel consultants, for the utility companies, cities and local government and many other areas. All of us benefit from a growing and prosperous travel climate.

The Iowa Development Commission is dedicated to promoting this industry, but no one group can do it alone. The Iowa travel industry took a major step forward two years ago by forming the Iowa Travel Council. The industry is now more unified and can speak to the issues through one strong voice. Another important step was taken during the closing days of the recent legislative session. The Legislature appropriated funds to the IDC to finance a market survey of Iowa's potential in tourism and the best way to spend future promotional dollars.

So, we're on our way, but these funds will not cover all the necessary research.

The next step will be gathering financial support to cover the balance of the research, and then to develop a marketing plan based on our research, a plan of action to promote the travel industry. And to get this plan going, we're going to need financial commitments from groups other than the Legislature. In the spring of 1983, after we have our research and marketing plan in hand, we'll go back to the Legislature with the study results and ask them for the funds to implement the new marketing plan. At that time, the IDC will need unusually strong support from the private sector to convince the legislators that this money is necessary, will be well spent, and that all segments of the tourism industry are behind this request 100 percent.

This request will take more than a casual commitment from the tourism industry to be heard by the Legislature, and we're asking for support early so the IDC and individuals involved in tourism throughout Iowa can work together to plan for the future now.

The degree of success we attain will be a direct measurement of the degree of commitment shown by the private sector. We know that the potential is there; we need to find it and use it. The IDC is laying the groundwork for a major promotional campaign for Iowa's tourism industry — a campaign based on solid market research. The tourism industry will have to provide the support for the research and plan, and the state as a whole will benefit from increased economic activity in Iowa's tourism industry.

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Iowa Ag & Business Indicators

Labor Demand and Supply[1]

March, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	157	361	Iowa City	126	901
Atlantic	5	255	Keokuk	19	285
Burlington	55	666	Marshalltown	118	471
Carroll	27	369	Mason City	73	612
Cedar Rapids	268	2,015	Muscatine	68	393
Centerville	6	280	Newton	18	235
Charles City	11	219	Oskaloosa	13	283
Clinton	201	949	Ottumwa	30	977
Council Bluffs	72	1,015	Sheldon	27	129
Creston	42	431	Shenandoah	13	146
Davenport	174	2,011	Sioux City	394	1,662
Des Moines	423	2,070	Spencer	59	219
Dubuque	140	1,402	Storm Lake	26	166
Fairfield	14	310	Waterloo	91	856
Fort Dodge	171	655	Webster City	41	162
Fort Madison	83	226			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Mar. 1982	Mar. 1981
All Urban Consumers (1967 = 100)	283.1	265.2

Composite Construction Cost Index

	Dec. 1981	Dec. 1980
Composite Construction Cost Index (1967 = 100)	158.2	147.8

Business Data

	2/82	2/81	2 mos./82	2 mos./81
New Car Registration	5,817	9,591	10,607	20,536
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-8.9	7.0	-22.6	4.3
Savings	- 3.2	1.7	-11.1	29.3
Work Force (000)	1,358.1	1,369.9	1,354.7	1,365.6
Unemployment	88.6	78.0	90.8	77.2
Rate (% of work force)	6.5	5.7	6.7	5.7
Employment	1,269.6	1,291.9	1,264.0	1,288.5

Value of New Dwellings[1] ($000)

	4/82	4/81	4 mos./82	4 mos./81
Ames	$ 203.0	$ 180.0	$ 351.0	$ 256.0
Bettendorf	434.4	1,387.3	528.1	1,984.8
Burlington	167.0	757.0	408.0	797.0
Cedar Falls	83.8	556.0	223.9	1,510.0
Cedar Rapids	116.0	321.2	116.0	2,926.9
Clinton	83.0	170.0	83.0	554.0
Council Bluffs	164.5	89.8	256.6	169.5
Davenport	267.7	3,313.3	846.4	4,514.0
Des Moines	242.3	911.8	846.1	2,456.3
Dubuque	97.5	164.5	250.7	164.5
Fort Dodge	0	410.0	0	520.0
Iowa City	1,532.0	1,062.6	8,893.0	2,200.3
Keokuk	965.3	34.0	995.3	172.0
Marion	149.8	274.9	149.8	729.3
Marshalltown	98.0	96.0	162.0	181.0
Mason City	21.0	209.0	106.0	383.4
Muscatine	249.5	324.2	315.0	712.9
Newton	73.5	45.0	109.8	45.0
Ottumwa	988.0	185.0	1,184.0	378.0
Sioux City	871.2	170.5	976.1	295.2
Urbandale	404.8	309.3	826.4	850.8
Waterloo	150.8	1,829.5	649.8	4,020.0
W. Des Moines	314.4	750.7	620.6	1,575.9
TOTAL	$7,677.5	$13,554.2	$18,897.6	$27,396.8

Monthly Retail Trade[1] ($000)

SMSA[2]	2/82	2/80
Cedar Rapids	N/A	6,816
Des Moines	N/A	13,677
Dubuque	N/A	3,470
Omaha/C. Bluffs	N/A	18,736
Sioux City	N/A	3,728
Waterloo	N/A	4,260

[1] Not adjusted for seasonal variation, holiday or trading day differences.

[2] Standard Metropolitan Statistical Area.

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
February, 1982	221.75	824.39
March, 1982	215.71	822.77
April, 1982	229.13	848.36

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	4/82	3/82	4/81
Corn, bu.	$ 2.46	$ 2.35	$ 3.21
Soybeans, bu.	6.00	5.90	7.63
Oats, bu.	2.08	2.10	2.00
Hogs, cwt.	50.70	48.50	39.00
Beef cattle, cwt.	59.90	58.40	60.20
Calves, cwt.	61.00	59.00	68.30
Milk (whls), cwt.	13.30	13.40	13.30
Sheep, cwt.	23.50	22.20	22.20
Lambs, cwt.	60.00	59.40	58.60
Eggs (mkt), doz.	.47	.50	N/A
All hay, ton baled	64.00	60.00	49.50
Turkeys, lb.	.33	.32	.35

Average Price Paid by Farmers

	4/15/82	4/15/81
Beef cattle concentrated, 32-36%	$ 12.80	$ 13.40
Hog feed, 38-42% protein	15.00	16.20
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	181.00	200.00
Poultry feed, layer ration	194.00	235.00

Commodity Feed Price Ratios

	4/15/82	4/15/81
Hog — corn[1]	20.6	12.1
Beef cattle — corn[1]	24.3	18.8
Egg — feed[2]	5.3	4.9
Milk — feed[3]	1.47	1.33

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

IDC information centers give a taste of Iowa

Interstate system travelers through Iowa will find some new types of information at the seven Iowa Development Commission information centers that opened their doors on May 16.

For the first time, corn-fed Iowa meats will be promoted to travelers stopping at the centers. Brochures will be available throughout the season and some special promotions, with samples of Iowa products, are in the final planning stages.

"Who can imagine a trip to New Orleans without Creole cooking or Boston without lobster," asked Phil Morgan, director of the IDC's Tourism and Travel Division. "We are in the center of the best farmland in America and we want to see tourists sample the world's finest meats and food when they are in Iowa."

Staff members will be in the information centers each day from 8 a.m. to 7 p.m. through September 15 to answer questions about Iowa from the traveling public, as well as to distribute information on fine Iowa meats.

The locations of the centers are as follows: westbound I-80, west of West Des Moines; eastbound I-80, near Underwood; westbound I-80, outside of Wilton; eastbound I-80, near Victor; northbound I-35, at Davis City; southbound I-35, at Clear Lake and southbound I-29, near Sergeant Bluff.

Foreign business inquiries

Call 515/281-3581 for more information

Food packaging

A Danish manufacturer of plastic packaging for foods is seeking an acquisition of an existing firm. That firm should specialize in laminating or extruding, and preferably have established ties to the meat packing or dairy industries. Ideally, the company would have sales of $5 million to $10 million. (D21-3030AJ)

Chemicals

A German manufacturer of special chemicals for metal surface treatment and corrosion protection is seeking a joint venture partner in the U.S. The German firm would contribute its know-how and capital up to $275,000, or 50 percent. Potential U.S. partners should be located within 500 miles of a U.S. automobile assembly plant and within a reasonable distance of chemical suppliers. (G20-1128J)

Office equipment

A British office equipment and furniture manufacturer is seeking a U.S. partner to manufacture its products under license. The furniture line has a European look, and uses the "systems approach." The ideal partner would be a U.S. company that already supplies tradeland desks, bookcases and other office equipment. (UK52-5625L)

Heat recovery systems

A German manufacturer of heat recovery systems for waste water in laundry and textile plants is seeking to enter the U.S. market by establishing a partnership or by acquiring a minority interest of 40 to 49 percent in a U.S. company. Investments of up to $1 million would be possible. The American company should be engaged in heat recovery boiler or heating type systems. (G52-5735J)

Mail order firm

A West German company seeks a joint venture or partnership with a compatible, specialized U.S. mail order business. The U.S. firm should be located in an area of economic growth and have strong purchasing power. The German company wishes to incorporate in the U.S. and cater to medium and small business customers in industry, commerce and trade with products from the following major categories: 1) office furniture and equipment; 2) office machinery and electronic office equipment; 3) factory/plant restroom and sanitary equipment; 4) plant/workshop equipment and tools; 5) interior room linings and decoration products; 6) show room equipment; 7) storage room equipment; 8) materials handling equipment; 9) medium-size waste removal plants; 10) heating and solar engineering equipment and related products; 11) steel mill products and 12) plastics moulding products. (G52-5339J)

Drying processes

A German manufacturer of ceramic infrared radiators used for industrial and drying processes, especially the plastic, textile, leather, paper and timber industries, is seeking a partner in the U.S. The partner should be well established in mechanical engineering apparatus and construction or electrical engineering. The plan would be to form a partnership to manufacture and install the equipment in U.S. factories. (G52-5535J)

Replacement door casings

A German manufacturer of aluminum and wooden door casings for renovation of older buildings is seeking a cooperative business arrangement with a U.S. firm. The German company has developed a system that allows adaptation of the frame to the old brick opening and can hide wiring within the unit. (G52-5424J)

Iowa youths win energy grants

Recipients for the 1982 Iowa Food and Energy Council Youth Energy Conservation Project Grants have been chosen. The IFEC, a council of Iowa's investor-owned utilities and rural electric co-ops, provided $3,000 to help fund energy-saving projects initiated by young people.

Iowa communities under 4,000 in population and active in the Iowa Development Commission's Iowa Community Betterment Program were eligible to apply for all or part of the grant money.

Communities receiving grants include:

1) Arlington, $500 toward building two solar collectors to help provide energy to a senior citizen housing complex.

2) Charlotte, $500 for a garden young people are planting. At harvest, the vegetables will be distributed to the less fortunate.

3) Logan, $500 to design and build a solar unit to preheat water for the showers in the bathhouse of Lo-Ma Community Swimming Pool.

4) Pleasant Plain, $500 to insulate walls and install windows in the gymnasium.

5) Strawberry Point, $1,000 to build three solar panels to heat the swimming pool during spring and fall. The panels would provide energy to heat the fire station in the winter.

Nineteen Iowa communities applied for a share of the grant money. The total value of proposed projects by these communities is nearly $107,000. Applications were reviewed by a four-member committee consisting of one ICB staff member and three representatives from the IFEC. ✥

Low interest business financing

Special low interest financial help is available for Iowa's small businesses and a series of workshops is being held across the Hawkeye State to explain how the program works.

The Iowa Business Growth Company, the Small Business Administration, the Iowa Development Commission, and other groups concerned with the fate of small businesses have planned a program to acquaint Iowa's small business representatives with the advantages of the SBA's 503 Certified Development Company Program.

The program's purpose is to help communities by stimulating the growth and expansion of small businesses. The program provides long-term fixed asset financing at lower interest rates than are now available from other sources.

Under this program, the Iowa Business Growth Company, in cooperation with the SBA, can finance up to 45 percent of the cost of plant construction, conversion or expansion, including the acquisition of land, existing buildings and leasehold improvements.

Eligible small businesses could find this loan program to be the answer to financing problems.

The schedule for the upcoming workshops is: Mason City, June 22, 9 a.m. at the Madonna Inn; Fort Dodge, June 22, 3 p.m. at the Holiday Inn; Spencer, June 23, 9 a.m. at Stub's Ranch Kitchen; Sioux City, June 23, 9 a.m. at the Siouxland Senior Center; Atlantic, June 24, 9:30 a.m. at the 1st Whitney Bank & Trust; Council Bluffs, June 24, 3 p.m. at the Iowa State University Extension Office; Waterloo, July 13, 9 a.m. at the National Bank of Waterloo; Cedar Rapids, July 13, 3 p.m. at the ISU Area Extension Office; Dubuque, July 14, 9 a.m. at the Hoffman House; Davenport, July 14, 3 p.m. at the Davenport "Y"; Burlington, July 15, 9 a.m. at the Holiday Motel and Ottumwa, July 15, 3 p.m. at the Park View Plaza.

For further information, contact the Iowa Business Growth Company, 901 Insurance Exchange Building, Des Moines, Iowa 50309, 515/282-2164 or the Iowa Development Commission, Industrial Division, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-3027.

Sponsors of the workshops are: The Iowa Business Growth Company, SBA, the Small Business Development Centers, the Iowa Bankers Association, the Iowa Manufacturers' Association, the IDC and the Center for Industrial Research and Service (CIRAS). ✥

Iowa
a place to grow

IDC DIGEST
June 1982 Vol. XI-No. 7

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The June Dairy Month promotional campaign celebrates its 46th birthday in 1982. This annual event began in 1937 when June was selected as the most productive month in the dairy calendar. Since that time, May has become the month with the highest milk production figures, but June is still celebrated because of tradition.

Dairy cows came to the U.S. in 1611 when settlers brought them to Jamestown Colony. Cattle have been domesticated from the earliest records of mankind. Today's dairy cattle have developed through many generations of adaptation to environment and by selection to fit specialized needs, and bear little resemblance to their ancestors.

Iowa dairy cows produced 4.3 million pounds of milk in 1981, which is 3.2 percent of the national output of 132.6 billion pounds. Forty percent of the milk supply is used for fluid milk and cream. Among manufactured products, cheese comprises 26.5 percent of the entire milk supply, followed by butter, 18 percent and ice cream, 9.5 percent.

JUNE IS DAIRY MONTH
A salute to dairy farmers
for a job well done

-/S 2780-2 8/13/82

Iowa Development Commission

Digest

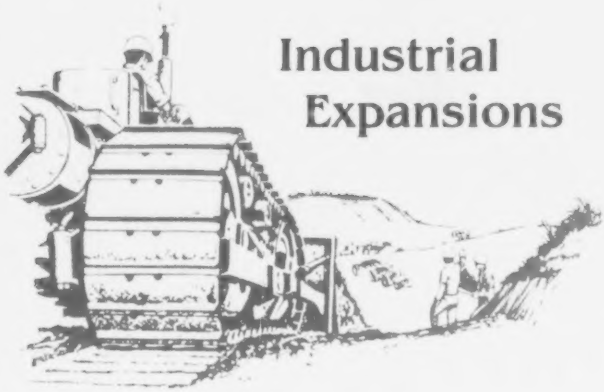
July, 1982

VOLUNTEER FEVER
ICB

. . . has spread to 203 Iowa communities

Story on page 8

Industrial Expansions



450 new jobs in

Goehring Meats, Inc.

Council Bluffs is the new home for a Goehring Meats, Inc. meat processing plant. The facility will provide jobs for 450 workers, according to an announcement made June 16 by Goehring Meats President Benjamin Goehring in Council Bluffs.

The company acquired the 160,000 square foot Great Plains Beef plant in Council Bluffs and will be spending up to $7 million renovating the facility. Current plans are to begin operating in late July, and be at 450 workers with one 10-hour shift by January, 1983. At that time, the plant will be able to kill approximately 300 hogs per hour and process 600 per hour, with the additional 300 hogs coming from the company's Harlan, Iowa, plant. The hogs will be processed into sausage, bacon and ham under the "Victor Goehring Family Style Meats" label.

The plant will have a substantial economic impact on Council Bluffs and the entire state. The estimated annual payroll will be $7.5 million. In addition to the annual payroll, Goehring said an added benefit will be the creation of a weekly $2.5 million live hog market in western Iowa. He also said the new facility will give a boost to the trucking industry since 150 truck loads of finished goods will leave the plant each week.

Goehring Meats was founded in 1951 in Victor, California, by P.J. Goehring. The company has five operations in California, three in Hawaii, one in Omaha and one in Harlan. The Council Bluffs operation will be Goehring's 11th plant.

Governor Robert D. Ray, Iowa Development Commission Industrial Division Director Ron Kraft and IDC Manager for Existing Industries Jim Chupp attended the mid-June announcement in Council Bluffs, along with approximately 30 Council Bluffs area dignitaries.

Sioux Preme Egg

One of Sioux City's newest industries, Sioux Preme Egg, has announced plans to expand its facility by 10,000 square feet and hire up to 30 additional people.

Lloyd Thompson, manager of the egg breaking and powdering plant, told the Sioux City City Council that the plant had not planned to expand for a couple of years. He added, however, that things moved along better than originally planned, so expansion plans have now been made.

The planned additional space would be primarily an unloading area, according to Thompson. The addition would increase the plant's current size by 50 percent.

Ennis Business Forms

Ennis Business Forms, in DeWitt, is planning a 30,000 square foot $4 million, expansion to its current facility. According to local officials, the expansion could mean jobs for up to 50 new people at Ennis.

The headquarters of the company is in Ennis, Texas. The firm has plants and warehouses located throughout the U.S.

Pittsburgh-Des Moines Steel

Plans are underway to add 6,000 square feet to the Pittsburgh-Des Moines Steel service center in Cedar Rapids. The current center has 18,000 square feet, and was opened in southwest Cedar Rapids in 1976. Company officials estimate that 17 more employees will be hired as a result of the current expansion.

American Can Company

A $4 million expansion is underway at the American Can Company facility in Des Moines. The Des Moines plant has been designated as the expansion plant for American Can because of a growing demand for flexible food packaging materials, according to company officials.

The expansion, which includes both adding new space and updating equipment, will result in 50 new jobs in the Des Moines plant.

Meat packaging materials represent half of the plant's current work, but the new equipment will be used to make candy, snack and dry food

Council Bluffs

packaging materials. The target date for completing the expansion is February, 1983.

The American Can Company also operates a plant in Fort Dodge, and the company headquarters is in Greenwich, Connecticut.

Vector Corporation

The Vector Corporation in Marion announced plans for a 15,000 square foot expansion to its existing facilities. Vector manufactures specialized processing equipment such as industrial compactors and mixers along with other specialized machinery. The expansion should make room for 15-20 new workers.

Summer Athletic Sporting Goods Manufacturing

Summer Athletic Sporting Goods Manufacturing began operating in Humbolt in June. The initial workforce included 10 people, and plans are for 50 workers to be employed in the future. The company manufactures football blocking dummies, uniforms, wrestling mats and baseball bases.

Chase Bag Company

Chase Bag Company officials in Sibley announced that a major new piece of equipment will be installed in the Sibley plant, resulting in 10-20 new jobs.

This new tubing device will allow the local firm to increase its multi-wall bag production by an estimated 25 percent. The new equipment is scheduled to be running by March, 1983.

Terra Chemicals International

Terra Chemicals International has broken ground for a new $20 million office building and corporate headquarters in downtown Sioux City. The 10 story building will be completed and open in late 1983.

Terra Chemicals President William Dible turned the first spade of dirt with the same shovel used 17 years earlier for the first Terra manufacturing plant, located five miles south of Sioux City. Terra has grown from that beginning to a company with sales in excess of $300 million per year. ◆

France, South Africa trade mission exceeds expectations

Max Olson, manager of international trade promotion at the Iowa Development Commission, and 22 Iowa business and educational representatives have just returned from the IDC trade mission to France and South Africa. Olson reports that Iowa firms found new potential for sales and representation for their products on the trade mission.

56,000 jobs from exporting

International trade is a vital part of the prescription to make Iowa's economy healthy and strong. Estimates show 56,000 Iowa jobs are export related. Each additional $100,000 increase in exports means two more jobs for Iowans, $28,000 more in personal income and $4,000 in state and local taxes.

Iowa's estimated total exports for 1981 were $6.7 billion — $3.74 billion in agricultural products and $2.97 billion in industrial products. Trade missions are part of the IDC's efforts to increase exports.

France

First, the Iowa delegation, including Governor Robert D. Ray, visited the Bordeaux region of France as the guests of the Arcachon Junior Chamber of Commerce of France. The goal of the French portion of the trip was to improve business relations between Iowa and the Bordeaux region.

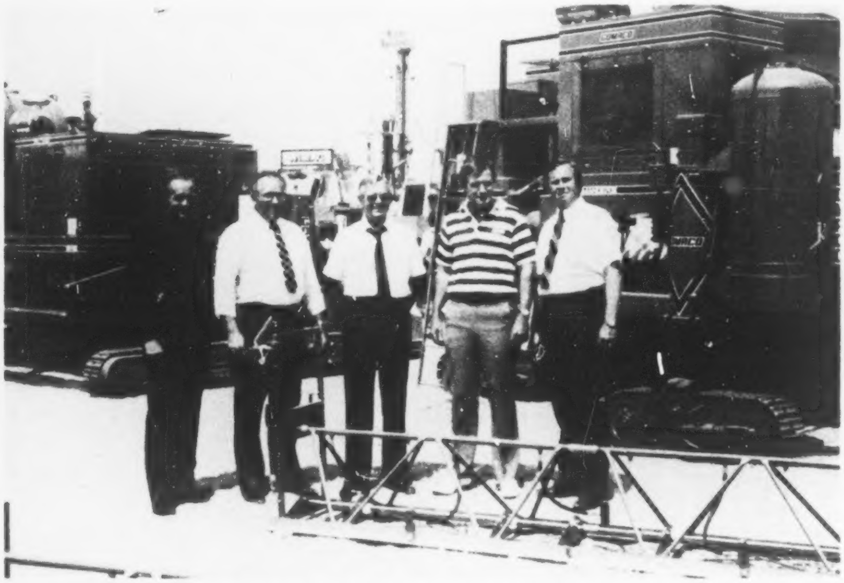
Governor Ray returned to Iowa after meetings in France were completed, several university officials stayed on to travel in Europe and the balance of the delegation traveled on to South Africa. The South African portion of the trip surpassed expectations, according to Olson.

South Africa

"Since it was our first contact with South Africa, most of the participants in the trade mission were looking for basic company representation rather than product sales," Olson said. "In many cases, however, the Iowa manufacturers on the trip achieved both representation and initial sales in South Africa."

Mission participants

Iowa manufacturers participating in the trade mission were: Jerry Woodke of Hawkeye Eagle Trailer Company in Schaller: Ben Hall of Intraco, Inc. in Oskaloosa; David DeLong of Stadiums Unlimited in Grinnell; Joseph Wallace of Vanmark Corp. in Creston; John Walsh of Walsh Trading Company in Dubuque; Robert Kazimour, representing the Cedar Rapids-Marion Chamber of Commerce; Frank LaDue of Concrete Pipe Machinery Co. in Sioux City; John Dressler of Dee-Jay Services, Ltd. in Bloomfield and Tom Parks of Kwik-Way Manufacturing, Inc. of Marion. ⚜



Members of the Iowa trade delegation (left to right) Ben Hall of Intraco, Inc., Herman Jensen of Gomaco, Max Olson of the IDC, David DeLong of Stadiums Unlimited and Gary Godbersen of Gomaco stand in the center of the Gomaco display at Expomat, a large European industrial show the trade delegation visited during the France, South Africa Trade Mission.

On the road for 'Iowa a place to grow'

By LAURA SCORPINITI
IDC Public Information Intern

Iowa's slogan, "a place to grow" has been on the move for about eight months, and it's causing some comments.

This Iowa advertising campaign is being conducted by state employee Stu Miller who drives a semi-trailer truck that for the past eight months has sported the slogan, "Iowa, a place to grow, work, learn, develop and vacation."

Miller drives the truck across the country picking up surplus federal property for resale through the state's Surplus Property Division.

Miller's idea

The idea to use the truck as a promotional tool was one Miller had after viewing the film "Smokey and the Bandit."

"After seeing the movie and watching how they painted the trucks, I thought it would be a great idea to paint one of our trucks to promote the state while I traveled," Miller said.

He submitted the idea and, after some consideration, the truck logo was designed and painted under the supervision of The Iowa Development Commission's Public Information Division.

As he travels on his route, he said comments about the message are very positive.

Reactions are good

"Reaction is pretty good, it really draws attention and people will ask questions about it."

Miller said that though some people have questions, others approach him saying, "That's a heck of a good idea."

On a recent trip to Minnesota, Miller was complimented on the design of the truck and was told that he had the best looking surplus truck they had ever seen.

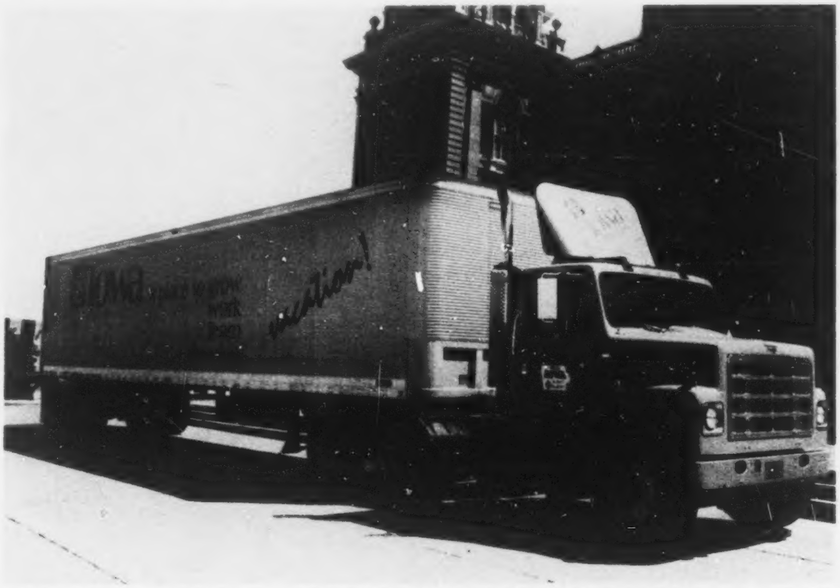
Miller's travel has been extensive and, though his usual route takes him into Missouri and Kansas, he has traveled as far as San Antonio, Texas, promoting Iowa as he goes.

Promote Iowa

Miller also says he knows the truck is doing what it is intended to do — promote Iowa and get people to take notice. While driving down the interstate, he said he looks for reactions in the traffic he passes.

"People will turn around and stare and some people will stick their heads out of their car window, just to take notice of what the truck reads."

The painting of just one truck has brought a great deal of positive reaction, and Miller hopes that as the Surplus Division acquires more equipment, continuous efforts will be made to promote the state of Iowa. ✦



State General Services employee Stu Miller had an idea to promote Iowa by painting the truck he drives across the country picking up surplus property. Miller said comments about the logo have been very positive.

Defense contracts: a bigger mark

There is a customer out there looking for millions of dollars in products to buy, ranging from office furniture to complex electronic systems, but many Iowa firms have not taken advantage of this willing customer.

The buyer is the U.S. Department of Defense, and securing contracts to supply goods and services to the military is one way to bring more of Iowa's dollars paid in federal taxes back into the Hawkeye State.

Iowa's share

The defense department will have more money to spend in the near future, due to the shift in emphasis in the federal budget. The share of money that comes into Iowa depends on how aggressively Iowa firms go after the federal dollars, according to Wallace J. Perkins, small and disadvantaged business utilization specialist with the Department of Defense procurement office in Cedar Rapids.

"The goal of the defense department is to ensure national security. National security is tied directly to a sound economy and keeping U.S. businesses viable," Perkins said. "We assist businesses to do business with the federal government . . . hundreds of Iowa firms are doing it now, and we are trying to increase that number all the time."

Spending up in Iowa

It is not possible to pin down the exact amount of military dollars spent in Iowa since Pentagon figures only include amounts for prime contracts — those for over $10,000. Also, many firms do subcontracting work for firms with defense department contracts, and those amounts are not included in the figures. But, as far as prime contracts are concerned, the military spent $303.1 million in Iowa during fiscal 1980, up from $279 million in 1979, according to Department of Defense records.

Even with the increase in military spending in Iowa, the state still lags behind other Midwestern neighbors in attracting the Pentagon's dollars, according to a September 13, 1981 article in *The Des Moines Register*.

"Missouri continued to lead the region, netting $3.3 billion in military spending, primarily because of a McDonnell Douglas aircraft plant there. Other states luring more military money than Iowa include: Indiana, $1.3 billion; Minnesota, $1.1 billion; Illinois, $1 billion; Kansas, $806.2 million and Wisconsin, $377.6 million," according to *The Register's* article.

Iowa's universities, however, have been in the lead in the Midwest in doing research, development and testing work for the military, according to the article.

A high potential

What all of this shows is that a high potential exists in what could be a new market for many Iowa firms, selling to the military. There are a variety of places to go for help in beginning or increasing sales to the federal government.

The U.S. Small Business Administration operates the Procurement Automated Source System or PASS program: a computerized information system to match Department of Defense needs with companies that would like to submit bids on those products needed. Nationally, 68,570 firms are part of PASS, with 751 Iowa companies included in the lists.

A computerized sales directory

"The PASS program is like a com-

for Iowa products?

puterized sales directory, and the service is free," Conrad Lawler, district director with the SBA, said. "It is a computerized system that locates businesses by using the 25 key words the business itself submits on its application . . . describing what they do."

The system makes it much easier to locate firms hoping to bid on government contracts, and being able to be found is a critical factor in working with the government, according to Lawler.

Firms interested in being included in the PASS program should contact the nearest SBA office for an application form.

The Department of Defense's Iowa Procurement Office is located in Cedar Rapids. The staff there including Perkins, is available to help business representatives obtain information and guidance on defense procurement procedures, how to be placed on the bidders mailing list and identification of both prime and subcontracting opportunities.

Procurement conferences are a start

The Department of Defense's Perkins stressed that procurement conferences held by the department, in conjunction with other federal agencies, are a good place for Iowa businesses to start learning about selling to the military.

"Competition is quite severe in many areas right now," Perkins said. It could be beneficial for Iowa firms to "take the time to learn the system. The paperwork involved is not as complicated as in many private systems."

In addition, Department of Defense contracts could be a real boost to economically troubled areas. Perkins said that some contracts are set aside so only firms located in areas determined to have a labor surplus can compete for the business. Dubuque, Davenport, Sioux City and Charles City are some of the major Iowa cities currently on the Department of Defense's labor surplus list.

"Some Iowa firms are doing quite a business with the government, and will be for years ahead," Perkins said.

Firms wanting to contact Perkins can reach him by writing: Wallace J. Perkins, Small and Disadvantaged Business Utilization Specialist, 4333 Edgewood Road N.E., Cedar Rapids, Iowa 52402, or by calling him at 319/395-0190. ◆

> "Some Iowa firms are doing quite a business with the government, and will be for years ahead."

Iowa Community Betterment enrollment reaches 203

Volunteer fever is spreading like wildfire throughout Iowa. The Iowa Community Betterment Program staff has just received an entry form from Diagonal in Ringgold County, pushing enrollment in this "self help" program to 203 communities and neighborhoods.

"People working on volunteer projects in more than 200 communities is proof that Iowa is a state where people really do care," ICB Director Paul Comer said. "It's exciting to see people pulling together to work on community improvement projects on this big of a scale. When economic times get tough, Iowans don't give up, they work harder."

ICB, the largest program of its type in the nation, is celebrating its 12th anniversary in 1982. During the project year, volunteers determine the needs of their community and then design and work on projects to fill those needs. Both brick and mortar and human service programs, such as telephone counseling lines or summer recreation programs, are part of community betterment. Community projects will be judged during September, and those who have done an outstanding job will receive awards at Recognition Day 1982 in November.

"At Recognition Day 1981, Vice President George Bush commended Iowa for outstanding projects completed by volunteers," Comer said. "It looks like 1982 will be another banner year in community betterment, both in terms of the number of communities enrolled and the quality of the projects on which volunteers are working."

The 203 ICB Communities are:

1982 Iowa Community Betterment entries

Ackley
Adair
Afton
Albia
Alden
Allerton
Alta
Altoona
Ankeny
Archer
Argyle
Arlington
Arthur
Ashton
Atlantic
Auburn
Aurelia

Bancroft
Beaconsfield
Beaman
Belmond
Benton
Blencoe
Blockton
Bonaparte
Boone
Braddyville
Brooklyn
Buffalo
Buffalo Center

Calamus
Calumet
Camanche
Carlisle
Carpenter
Carson
Cedar Rapids
Center Junction
Central City
Chariton
Charles City
Charlotte
Charter Oak
Cherokee
Churdan
Clarence
Clarinda
Clarion
Clarksville
Columbus Junction
Conesville
Coon Rapids
Corwith
Corydon
Coulter
Council Bluffs
Cresco
Creston

Dallas
Decorah
Defiance
Delta
Denison
DeWitt
Diagonal
Dougherty
Dows
Dubuque

Eagle Grove
Early
Eldora
Elliott
Ellston
Estherville

Fayette
Fertile
Forest City
Fort Dodge
Fort Madison

Garden Grove
Garner
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Goldfield
Gowrie
Grafton
Grand River
Gravity
Greene
Grinnell
Guttenberg

Hampton
Hanlontown
Hansell
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Mondamin
Monona
Monticello
Moorhead
Mount Ayr
Mount Pleasant
Murray

Nevada
New London
Nichols
Nodaway
Northboro
Northwood

Oakland
Onawa
Oto
Ottumwa

Parnell
Perry
Peterson
Pleasant Hill
Pleasant Plain
Primghar

Red Oak
Remsen
Riceville
Riverside
Rock Rapids
Rockwell
Roland
Rowan
Russell

Sac City
Saint Ansgar
Schleswig
Sheffield
Sheldon
Shenandoah
Sidney
Sioux Center
Sioux Rapids
Soldier
Spirit Lake
Springville
Stanhope
Stratford
Strawberry Point

Tama
Titonka
Tripoli
Urbandale
Vinton

Wadena
Waverly
Webster City
Welton
West Union
What Cheer
Winterset
Wiota

NEIGHBORHOODS:
Cedar Rapids:
  Czech Village
Council Bluffs:
  Southside
Des Moines:
  Drake Neighborhood
  Logan Neighborhood
  Pioneer-Columbus
  Southeast
Fort Dodge:
  Cooper Knollcrest
  Hillcrest
Marshalltown
  Norris School
Sioux City:
  Prospect Hill
Waterloo:
  Highland

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

April, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	85	580	Iowa City	121	1,030
Atlantic	26	138	Keokuk	17	258
Burlington	43	802	Marshalltown	101	365
Carroll	50	173	Mason City	107	409
Cedar Rapids	243	1,532	Muscatine	42	359
Centerville	23	287	Newton	15	209
Charles City	5	131	Oskaloosa	21	246
Clinton	172	640	Ottumwa	22	513
Council Bluffs	108	904	Sheldon	38	105
Creston	55	154	Shenandoah	60	[illegible]
Davenport	190	1,451	Sioux City	283	896
Des Moines	406	2,753	Spencer	74	300
Dubuque	136	1,001	Storm Lake	46	416
Fairfield	13	193	Waterloo	167	1,055
Fort Dodge	261	600	Webster City	49	143
Fort Madison	86	230			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	April 1982	April 1981
All Urban Consumers (1967 = 100)	284.3	266.8

Composite Construction Cost Index

	Feb. 1982	Feb. 1981
Composite Construction Cost Index (1967 = 100)	156.3	149.7

Business Data

	3/82	3/81	3 mos./82	3 mos./81
New Car Registration	5,971	10,248	16,578	30,784
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-45.5	6.3	-72.3	10.6
Savings	33.7	44.1	22.5	73.4
Work Force (000)	1,379.3	1,386.7	1,362.9	1,372.6
Unemployment	96.4	72.0	92.6	75.4
Rate (% of work force)	7.0	5.2	6.8	5.5
Employment	1,282.9	1,314.7	1,270.3	1,297.2

Value of New Dwellings[1] ($000)

	5/82	5/81	5 mos./82	5 mos./81
Ames	$ 42.0	$ 218.0	$ 393.0	$ 474.0
Bettendorf	467.7	682.9	995.8	2,667.7
Burlington	85.0	184.6	493.0	981.6
Cedar Falls	50.7	399.1	274.6	1,909.1
Cedar Rapids	62.0	583.9	178.0	3,510.8
Clinton	0	227.0	83.0	781.0
Council Bluffs	39.2	165.8	295.8	335.3
Davenport	282.8	319.2	1,129.2	4,833.2
Des Moines	402.4	1,267.9	1,248.5	3,724.2
Dubuque	0	134.4	250.7	298.9
Fort Dodge	0	60.0	0	580.0
Iowa City	595.6	893.6	9,488.6	3,093.9
Keokuk	202.0	31.0	1,197.3	203.0
Marion	73.9	136.1	223.7	865.4
Marshalltown	100.0	152.0	262.0	333.0
Mason City	162.0	218.0	268.0	601.4
Muscatine	156.7	225.2	471.7	938.1
Newton	38.0	164.0	147.8	209.0
Ottumwa	73.0	159.0	1,257.0	537.0
Sioux City	800.0	102.2	1,776.1	397.4
Urbandale	126.2	42.1	952.6	892.9
Waterloo	73.3	716.1	723.1	4,736.1
W. Des Moines	482.2	839.1	1,102.8	2,415.0
TOTAL	$ 4,314.7	$ 7,921.2	$ 23,212.3	$ 35,318.0

Farm Retail Price Spreads

	March 1982	March 1981
Beef, Choice:		
Retail Price (cts./lb.)	237.0	235.6
Net Carcass Value (cts.)	154.6	141.2
Net Farm Value (cts.)	144.9	130.6
Farm/Retail Spread (cts.)	92.1	105.0
Pork:		
Retail Price (cts./lb.)	161.4	146.2
Wholesale Value (cts.)	110.4	101.6
Net Fam Value (cts.)	78.2	62.6
Farm-Retail Spread (cts.)	83.2	83.6
Dairy Products:		
Retail Cost (1967 = 100)	246.5	242.6
Farm Value (1967 = 100)	261.8	265.8
Farm-Retail Spread (1967 = 100)	233.1	222.2
Eggs:		
Retail Cost (1967 = 100)	195.2	180.5
Farm Value (1967 = 100)	225.8	199.0
Farm-Retail Spread (1967 = 100)	150.9	153.7

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
March, 1982	215.71	822.77
April, 1982	229.13	848.36
May, 1982	223.95	819.54

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	5/82	4/82	5/81
Corn, bu.	$ 2.49	$ 2.48	$ 3.20
Soybeans, bu.	6.21	6.05	7.42
Oats, bu.	2.07	2.04	2.09
Hogs, cwt.	54.60	50.90	40.50
Beef cattle, cwt.	63.20	60.20	59.80
Calves, cwt.	63.00	60.50	62.80
Milk (whls), cwt.	13.00	13.20	13.20
Sheep, cwt.	19.50	20.50	19.40
Lambs, cwt.	65.00	60.90	66.80
Eggs, doz.	.35	.47	NA
All hay, ton baled	59.00	64.00	50.50
Turkeys, lb.	.35	.33	.41

Average Prices Paid by Farmers

	5/15/82	5/15/81
Beef cattle concentrated, 32-36%	$ 13.30	$ 13.40
Hog feed, 38-42% protein	15.10	16.70
Soybean meal, 44% protein	13.00	14.50
Dairy feed, 16% protein	189.00	215.00
Poultry feed, layer ration	205.00	225.00

Commodity Feed Price Ratios

	5/15/82	5/15/81
Hog — corn[1]	21.9	12.7
Beef cattle — corn[1]	25.4	18.7
Egg — feed[2]	3.9	4.0
Milk — feed[3]	1.38	1.23

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Agricultural equipment

A Swedish firm which manufactures farm equipment is seeking a cooperative arrangement with a U.S. firm for manufacture and marketing of part of its line of fertilizer spreaders and seed drills. These machines are unique in that they compute tractor speed to the amount of seed or fertilizer to be spread. The machines use compressed air for accuracy, and the savings in seed and fertilizer is said to be considerable. (S62-6334J)

Joint venture or license

A Swedish law firm is assisting the Swedish Department of Industry in searching for a U.S. partner interested in manufacturing its products/technology under a license or joint venture agreement in Sweden. They would like to make contact with U.S. companies involved in the following technology fields: electronics, offshore oil/gas equipment, energy processes, medical equipment, chemicals and safety equipment. (S62-6939L)

Cassette tapes

A German manufacturer of measuring and testing cassette tapes which are claimed to be superior to other versions including Japanese is seeking to find a U.S. partner for distribution and possible manufacture in the future, should the market develop. (G62-6736L)

Heating systems

A Dutch firm engaged in the installation, design and fabrication of central heating systems is seeking to invest in the U.S. The company would like to take a minority interest in a heating installation company, an energy research company, or sporting goods and recreation company. (H62-6635A)

Compost machine

A German firm engaged in the production of planters, feed millers and mixers, hoppers, etc. seeks a U.S. partner for the distribution of its compost machine which utilizes garden refuse such as twigs, small branches, etc. The possibility exists for the U.S. partner to manufacture the compost machine in the future. (G30-2835J)

Heating systems

A German manufacturer of heating systems such as unit heaters, subfloor heating, convectors, flat radiators, floor duct heating etc. is seeking an American partner capable of doing sheet metal work and assembling heater parts shipped from Germany. The U.S. partner should have a suitable distribution network. The German company has a foothold in Canada, but prefers an Iowa location. (G62-6834J)

Sprayers

A Canadian firm (subsidiary of a French company) is seeking a cooperative business arrangement with a U.S. firm in sprayer technology. Currently, the Canadian subsidiary imports the French agricultural sprayers for sale in North America. The firm now wants to manufacture the products in the U.S. in cooperation with a U.S. partner which has compatible products. The ideal U.S. firm would be a manufacturer of farm or related products with capacity for welding, assembly, and some knowledge of hydraulics. The firm should have a good distributor network and employ about 100 people. (Canada 52-5235J)

Construction chemicals

A British manufacturer of chemicals for the construction industry, such as concrete hardeners, colors fixing materials, surface treatments, and other such items, is seeking to locate a U.S. firm to manufacture its products under license, and to license U.S. products from the partner firm for sale in Europe. (U.K. 52-5928L)

Hydrofoils

A British manufacturer of a small hydrofoil (three-person capacity) is seeking to license the product for manufacture and sale in the U.S.A. The export price is currently approximately $7,200. The craft is 13 feet long, 6 feet wide, and weighs 440 pounds. (U.K. 52-6037L)

Pre-cast concrete

A British firm engaged in the manufacturer of pre-cast concrete products such as facings and fiberglass reinforced products for architectural use is seeking a joint venture with a U.S. firm to manufacturer its products for sale in the U.S. The firm also desires to manufacture similar U.S. products under license in Europe. (U.K. 52-6132J)

Mobile sewage treatment plants

A German manufacturer of container (mobile) sewage treatment plants seeks to enter the U.S. market through a joint venture. The unit manufactured by the German company is used for small industries, motels and small to medium-sized communities. The containers can also be hooked in parallel sized loads. (Germany 52-6235J) ✤

Trade Exhibition Update

- U.S. Exhibition at 1982 Algiers International Fair, Algiers, Algeria, August 25-September 10, 1982.
- HOSTEC DE MEXICO, Mexico City, Mexico, September 21-23, 1982.
- Japan Home Show '82, Tokyo International Trade Center, Japan, September 28-October 2, 1982.
- U.S. Pavilion at the Middle East Construction and Municipal Services Exhibition, Jidda, Saudi Arabia Expocenter, November 4-10, 1982.
- U.S. Pavilion at OPEXCO, Petroleum/Petrochemical Exhibition, Jidda, Saudi Arabia, December 5-10, 1982.
- China Handling and Transport, Guangzhou (Canton), Peoples Republic of China, December 8-13, 1982.
- ASIA FOODTECH '82, Food and Beverage Processing and Packaging Equipment Exhibition, Singapore, December 14-17, 1982.
- ASIAN PUBLIC SERVICE '82, First International Fair for Public Services, Environmental Engineering, Singapore, December 14-17, 1982.
- Middle East Electricity Exhibition (Electrical Generating, Supply, and Installation Equipment), Jidda, Saudi Arabia, February 5-9, 1983.
- TRANSCONEXPO '83, Transportation and Construction Equipment Exposition, Lagos, Nigeria, March 18-27, 1983.
- KORFOOD '83, Food Processing/Packaging Suppliers Exhibition, Seoul, Korea, March 25-30, 1983.
- Saudi Agriculture '83, Second Agriculture, Irrigation, and Agri-Industry Show, Riyadh, Saudi Arabia, April 3-7, 1983.
- Korean International Construction and Mining Exhibition, Seoul, Korea, April 15-21, 1983.

For additional information contact the Iowa Development Commission, International Trade Promotion, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 515/281-3183. ♣

Corn Convention Growers

NBC News Correspondent Edwin Newman and Secretary of Agriculture John Block will be two of the principal speakers at the National Corn Growers Association convention, August 1-3 in Des Moines.

The conference is expected to attract up to 10,000 corn producers and their families and will be the "largest agricultural event in the heart of the Corn Belt this year," according to Corn Growers President William Mullins.

Block will speak at a general session on Monday morning, August 2, and Newman is on the schedule the following morning at Veterans Memorial Auditorium. The theme of the conference will be the importance of world markets to corn production. Block has been asked to review how the administration is supporting export efforts and Newman will discuss how world events and agricultural production affect each other.

Speakers previously announced for the convention include Teddy Gleason, president of the International Longshoremen's union; Clayton Yeutter, president of the Chicago Merchantile Exchange; Darwin Stolte, president of the U.S. Feed Grains Council; and James Risser, Washington bureau chief for the *Des Moines Register and Tribune*.

A major attraction at the convention will be CORN GROWER EXPO, a 200 exhibit trade show which will include the premiere showing of products from several companies, including John Deere and International Harvester. The convention and trade show will be open to the public.

For more information on the convention contact Keith Heffernan, Executive Director, Iowa Corn Growers Association, 200 West Towers, 1200 35th Street, West Des Moines, IA, 50265, 515/223-5421. ♣

IDC DIGEST

July 1982 Vol. XI-No. 8

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Food shows get a taste of Iowa

Retailers, wholesalers, restaurateurs and dieticians are learning first-hand about quality foods from Iowa through the work of the Iowa Development Commission's Agricultural Development and Promotion Division staff and Iowa commodity groups at three national food shows.

The three major shows are the Food Marketing Institute Supermarket Industry Convention and Educational Exposition, held May 9-12 in Chicago; the 63rd Annual National Restaurant Association Convention and Educational Exhibition, held May 22-26 in Chicago and the American Dietetics Association Convention coming up in San Antonio, Texas, October 19-21.

A "new twist"

"We are trying a new twist at the food shows this year," according to Blake Conover, promotion coordinator with the IDC's ag division. "We invited Iowa food processors to send product information and food samples with us to the shows and we distributed it for them."

As a result of this invitation, visitors to the Iowa display at the Supermarket Industry Convention got a chance to taste Jolly Time Popcorn, Sue Bee Honey, Cookie's Bar "B" "Q" Sauce, Party Pac Popcorn and Beaver Valley Canning Company's Mrs. Grimes label vegetables. Seven other Iowa food processors sent literature with the group attending the show.

The Iowa Pork Producers, the Iowa Beef Industry Council and the Iowa Corn Promotion Board all sent representatives to help staff the booth and promote Iowa's quality products ranging from Top of Iowa steaks to ground pork and Iowa Chops and fructose — corn sweetener.

The ag division staff also talked with representatives from the meat industry attending the show about the Fine Iowa Meats promotional program and encouraged their companies to participate.

800 exhibitors

Retailers, wholesalers and supermarket representatives from around the globe made up the audience at the supermarket show, and they numbered approximately 15,000. During the 1981 show there were 500 exhibitors, and that number grew to 800 in 1982.

More than 80,000 domestic and foreign restaurateurs and institutional food buyers had a chance to learn more about quality Iowa foods at the 63rd Annual National Restaurant Association Convention and Educational Exhibition late in May. The Iowa Pork Producers helped the IDC's people staff the booth, and visitors tasted Tally-Ho Dressing (for salads), Vista Biscuit Company crackers and Jolly Time Popcorn and other Iowa foods.

ADA in fall

Finally, the ag division is making plans to give dieticians and nutritionists a taste of Iowa at the American Dietetics Association show in October. The ag division will welcome any Iowa company that wants to be represented at the show. Interested firms should contact Dennis Harding, IDC ag division director, 250 Jewett Building, Des Moines, Iowa, 50309, 515/281-3643.

"People at both shows were very interested in the Fine Iowa Meats Suppliers' Directory we handed out and nutrition was a very big topic this year," Conover said. "The samples went over well and we're looking forward to the ADA show in the fall. ◆

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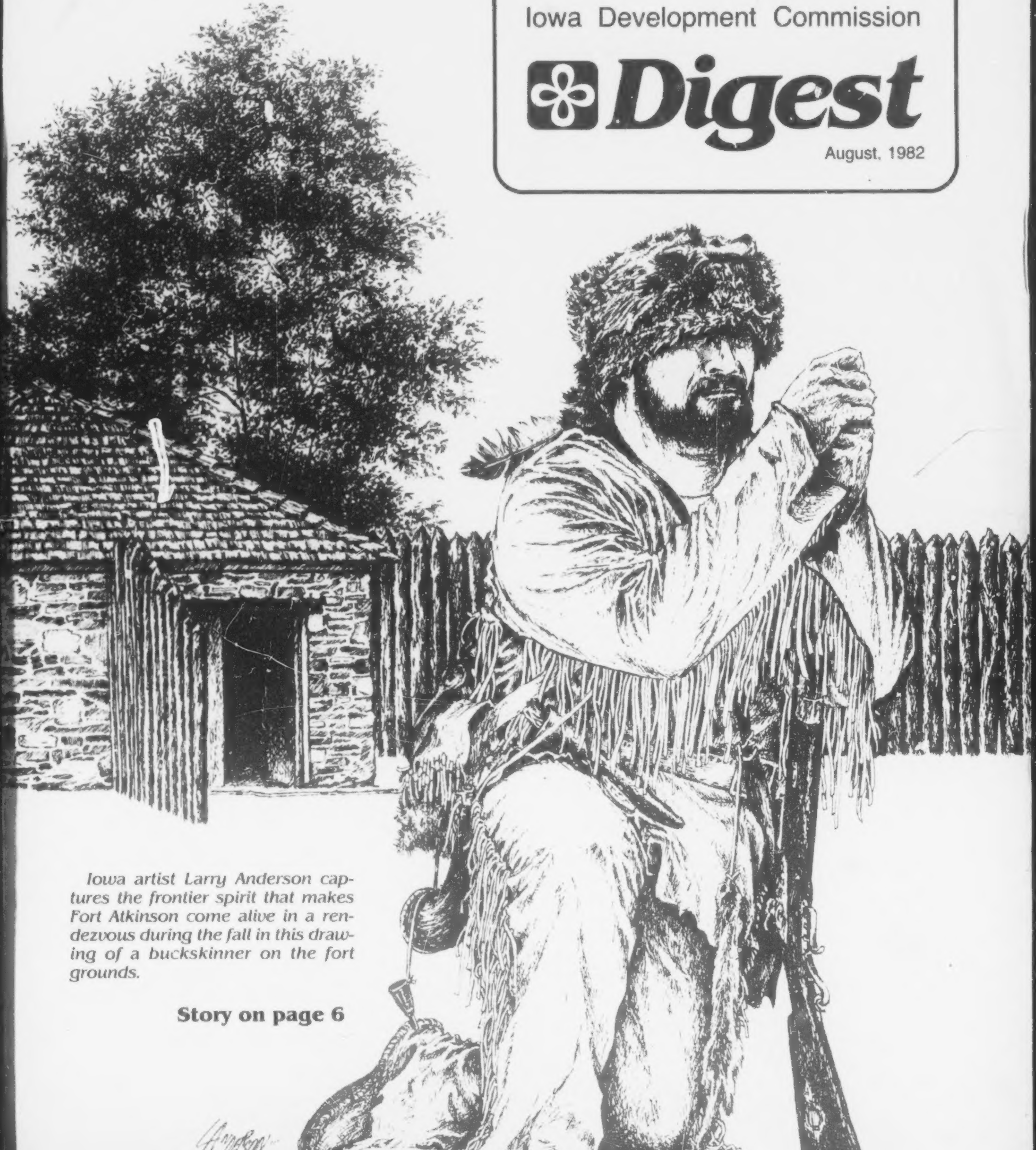
Iowa Development Commission

Digest

August, 1982



Iowa artist Larry Anderson captures the frontier spirit that makes Fort Atkinson come alive in a rendezvous during the fall in this drawing of a buckskinner on the fort grounds.

Story on page 6

BEST AVAILABLE COPY

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
~~24,000~~ — **SOLD** —	~~Creston~~	~~Lt. Mfg./Warehousing~~
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,473	Albia	Lt. Manufacturing
~~50,000~~ — **SOLD** —	~~Atlantic~~	~~Mfg./Warehousing~~
60,000	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
~~84,228~~ — **SOLD** —	~~Keosauqua~~	~~Manufacturing~~
100,000 (3 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 multi-bldg. complex	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
~~202,500~~ — **SOLD** —	~~Sigourney~~	~~Manufacturing (3 Bldgs.)~~
226,645	Camanche	Lt. Mfg./Warehousing
248,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated on communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the industrial Divsion staff. It just might be the most important call you can make for your community's sake. ✣

New Iowa slide show

The Iowa Development Commission's Public Information Division has developed a new slide show which is now available to groups looking for a presentation on Iowa.

The show, "Iowa: A Harmony of Land & People" includes slides from many sources throughout the Hawkeye State, and passes on the feeling and spirit that is Iowa during the 11 minutes of images and sound. Both a one and two projector shows are available.

Anyone interested in borrowing the new IDC slide show should contact Bill Lindstrom, Iowa Development Commission, Public Information Division, 250 Jewett Building, Des Moines, IA 50309, 515/281-8319. ✣

Hinton joins IDC

Governor Ray has appointed David B. Hinton as a commissioner to the Iowa Development Commission. He will hold a four-year term, which began on July 1, 1982.

Hinton, 32, is a registered representative with the Des Moines investment firm of Piper, Jaffray and Hopwood.

A native of Marshalltown, he graduated in 1972 from Drake University with a BA in political science and European history. While working toward completion of his degree, Hinton spent a year of undergraduate study in Heidelberg, West Germany.

After receiving his MA in film from the University of Iowa, he returned to Germany to spend three years lecturing at various universities.

Upon returning to the United States in 1976, Hinton entered the investment field.

In 1980, Hinton was named assistant vice president for Piper, Jaffray and Hopwood. He is also a member of the executive committee of the Piper, Jaffray and Hopwood Employees Fund for Responsible Government, as well as chairman of the Des Moines Committee on Foreign Relations and a member of the World Trade Council of Iowa.

Hinton said his desire to serve such a position in the commission came from wanting to be involved with public service and from gaining a working knowledge of the commission's activities.

"After returning to Iowa from teaching in Germany, I found the development commission ready to set up the European Office. I became familiar with the workings of the commission and became interested in the various activities."

Hinton feels qualified for his position, with special interests in the area of European relations. Having lived in Germany and speaking the language fluently, Hinton said he understands the concerns of Europeans. "I have a good grasp of how Europeans feel. I also understand the importance of foreign trade and relations."

Hinton has also had a great deal of experience working with the Iowa legislature as well as being a research assistant to the House Appropriations Committee.

One of the main objectives Hinton feels the IDC should be concerned with is in diversifying the industry in Iowa. He said that the IDC should continue to support Iowa as an exporting state, but it should also work to help broaden the industrial base, for instance in the growing area of high-technology.

Hinton has set several goals for himself while he is commissioner, most of which center on his international background. "I would like to work with the legislature to increase funding with the international office. I would also like to see more done to possibly open the Asian market."

What Hinton also finds especially important and what he hopes to strengthen, is increasing public awareness of the Iowa Development Commission as a whole.

Existing Industry Workshops geared for industrial expansion

Communities throughout Iowa are interested in learning how to bring in new industries and how to make sure the needs of local industries are being met. Deb Calvert, Ralph Schlaefle and Dennis Holcomb of the Iowa Development Commission's Industrial Division have been on the road conducting a series of Existing Industry Workshops to fill this informational need.

Regional workshops

The group conducted six regional workshops, and talked about the Industrial Division's programs designed to help communities lure industries and help the ones already located in Iowa.

The sessions open with an explanation of just what the IDC is and areas in which it works. Next, Calvert explains the Industrial Division's programs designed to keep up-to-date community information on file at the IDC for industries looking at sites in the Hawkeye State. They include the Community Quick References, the Industrial Site Information file and the Fact File.

Calvert said the I.D. Division staff will also travel to Iowa communities and conduct a "Simulated Prospect Trip" where staff members play the role of industrial location scouts and listen to the communities presentations on why they should locate their next plant at that spot. The tour and presentation are followed by a critique and discussion session on how improvements might be made. The staff will also perform an industrial site evaluation.

Available buildings program

Schlaefle talks to those attending the workshops about the Available Buildings Brochure Program. The IDC will publish brochures for communities with vacant buildings that are on the market. The brochure includes exterior and interior photographs and all of the necessary data on the buildings. He also told the groups that with the large number of buildings on the market, communities need to provide the IDC staff with data and photographs — if possible — to speed up the process of putting the brochures together.

Existing industry program

Holcomb winds up the workshop with a discussion of the IDC's Existing Industry Program, which he manages. He explains that it would be impossible for the IDC staff to visit all 3,800 industries located in Iowa to talk with them and find out their concerns. So, he has developed a program where he will go to a community and hold a seminar to help the local industrial group to get involved in calling on local industries. This call program begins with a member of the visiting team going out to talk with plant managers and going over a questionnaire. The goal is to identify problems and find out strong points about doing business in Iowa and in specific communities. Then the local officials and the IDC can get together and work on solving problems and reinforcing strong points.

The regional workshops were a beginning, and the IDC Industrial staff members are now holding workshops and Existing Industry Tours in individual communities that have requested them.

For more information about the programs and activities of the Industrial Division write the Iowa Development Commission, Industrial Divison, 250 Jewett Building, Des Moines, IA 50309. Or call, 515/281-3500. ✠

Deb Calvert, Ralph Schlaefle and Denny Holcomb address an existing industry workshop in Red Oak.

Speakers highlight commission meetings

For a little more than a year, the Iowa Development Commission's meetings have taken on a new addition to their agendas. Guest speakers from several Iowa-based industries have given presentations during the monthly meetings, with the goal of ensuring that the IDC is in touch with Iowa firms' needs and problems.

Jim Chupp, manager for special projects at the IDC, was instrumental in starting this program.

A forum

"This has been set up to give a forum to businessmen and women and to give them a chance to talk to the state. It gives our commissioners, or the people who make policy, a chance to hear from selected businesses to find out how they are doing in their segments and how this pertains to Iowa."

In May, Jim Hughes, midwest regional manager in public relations for General Motors in Kansas City, spoke on the automobile industry. Hughes discussed the industry's future and the goals of the auto manufacturers in the areas of production, safety and technology.

Though the automobile industry is going through a slow period, Hughes is extremely excited about being in Iowa. Iowa is a "new state" for General Motors, as far as manufacturing is concerned, and Hughes expects production to go well. General Motors began making throttle-body fuel injection systems for cars in Sioux City during 1980.

ADM Foods

Another Iowa industry that was recently featured at a commission meeting was ADM Foods.

ADM Foods President Martin Andreas spoke at the June meeting on ADM's accomplishments in the corn wet milling industry and how this has benefitted the state.

ADM Foods, a division of Archer Daniels Midland Company, is a major part to the corn wet milling industry in Iowa. The plant in Cedar Rapids can process in excess of 200,000 bushels per day, and produces three types of high-fructose corn syrup, corn syrup, cornstarch and ethanol.

The growth of ADM over the past few years has added significantly to Iowa's economy.

Of the entire capacity for the state, which is a grind capacity of 600,000 bushels per day, ADM plants in Iowa (Cedar Rapids and Clinton) handle 310,000 bushels per day.

Iowa, a leader

Andreas also pointed out that Iowa is the leading state in the wet milling industry; and on a national basis, it has a tremendous capacity. Iowa has 37 percent of the corn syrup capacity, 35 percent of the fructose capacity, 18 percent of the dextrose capacity, 38 percent of the starch capacity and 65 percent of the alcohol capacity in both fuel and beverage form.

Economically, this industry has been a boost for the state, in both revenue and employment, according to Andreas.

He said that when thinking of the wet milling industry in Iowa, one must consider the price a farmer is getting for his corn.

$40 million payroll

"In a recent, and as yet unpublished, study from the University of Illinois, their findings indicated that the existence of the wet milling industry has increased the net farm income by $1,629,000,000. Since 25 percent of the wet milling industry is in Iowa, $400 million of that went to Iowa farmers. In addition, the industry provides in excess of 1,700 industrial jobs in Iowa, with an annual payroll of more than $40 million by our estimates."

Other speakers

ADM and General Motors are only two of the firms that have sent representatives to the IDC's meetings. In the past there have been presentations from J. Wayne Befis, president from the Rolscreen Company in Pella; Gerald Bowman, senior vice president, from Winnebago Industries in Forest City; John Ruan, president of the Ruan Companies in Des Moines; and Charles Wright, general manager of the Armstrong Rubber Company in Des Moines.

Stouffer's
FIVE SEASONS HOTEL

Martin Andreas, President of ADM speaks during the June commission meeting in Cedar Rapids.

Fort Atkinson: An Iowa tradition

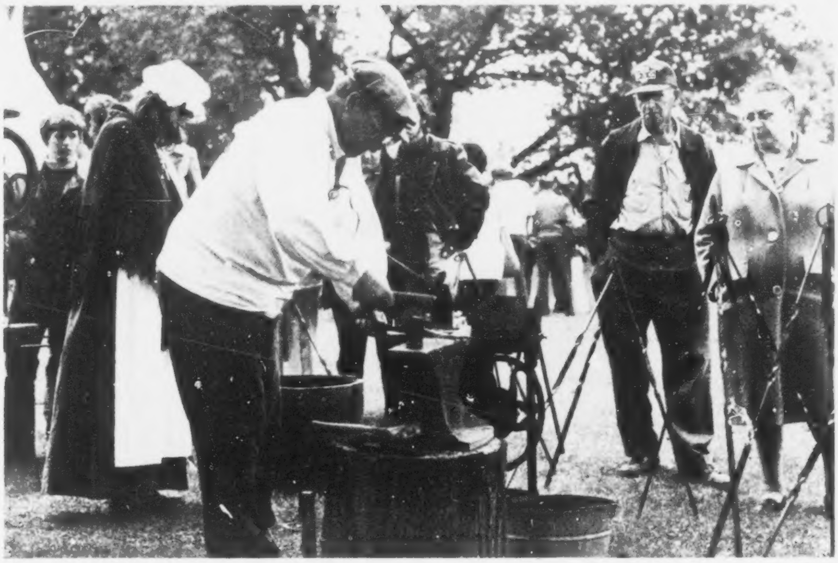
The blacksmith, buckskinner, crafts people and military will all be returning to Fort Atkinson September 25-26 to re-create the lifestyle of the 1840s at the Sixth Annual Fort Atkinson Rendezvous.

The Rendezvous is sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Fort Atkinson. During the weekend, nearly 170 tepees and lean-tos will cover the fort grounds, and the lifestyle of the 1840s wil be reenacted for visitors.

Skills necessary for everyday living at the time the fort was operating will be demonstrated, such as rope making, candle making and blacksmithing. Many craft items will be available for sale during the Rendezvous. Participants in the Rendezvous will also be pitting their skills against each other in sharp shooting competitions with old-style muzzleloading rifles, and there will also be iron skillet throwing contests, tomahawk throwing contests and the military will be firing the cannon at regular intervals. Along with the activities at the fort, the community of Fort Atkinson sponsors a street dance on Saturday night.

So take a giant step back in time and live a weekend in the 1840s at the Sixth Annual Fort Atkinson Rendezvous. It is an opportunity to see, feel, smell and taste pioneer life in a frontier fort.

For more information on the Fort Atkinson Rendezvous contact Kyle McGonigle, Iowa Development Commission, Tourism Division, 250 Jewett Building, Des Moines, IA 50309 or call 515/281-3664. ❖



Governor's export conference commends winning industries

Helping more small and medium size firms to export could be one of the ways to bring about U.S. economic recovery, according to Donald Earnshaw, keynote speaker at the 10th Annual Governor's Conference on Export Expansion, which took place June 22 in Cedar Rapids.

Along with featuring Earnshaw and other national experts, the conference included successful Iowa exporters sharing their insights and Governor Robert Ray presenting the eight 1982 Governor's Export Awards (see box for export award winning companies.)

Exports and jobs

"For every $1 billion in exports, we estimate 31,000 U.S. jobs are created," said Earnshaw, who is Deputy Assistant Secretary for Export Development, U.S. Department of Commerce, Washington D.C.

"There are 20,000 small firms that aren't exporting but could be doing so, profitably. Why? Because many small firms regard selling overseas as a riddle and are not prepared to absorb the additional costs. To overcome these objections and make it possible for more of our small and medium sized firms to go into exporting, the Administration is strongly supporting legislation to allow creation of more export trading companies," Earnshaw said. (An Export Trading Act has been proposed that would permit various exporting services, including banks, to form export trading companies and not be in violation of anti-trust laws.)

Another of the conference speakers, Joel Honigberg, President of J.D. Honigberg International, Chicago, also encouraged the creation of export trading companies.

"We have to learn to face foreign competition and overcome it. A stream of enthusiastic exporters utilizing new trading mechanisms, such as that could be formed under the Export Trading Company Act of 1981, may be the answer," Honigberg said.

Southeast Asia

Southeast Asia, which is the destination of the fall, 1982 IDC trade mission, was highlighted during the afternoon. John Gregory, Deputy Director of East Asian and Pacific Affairs, State Department, said in their view East Asia has the greatest export expansion potential for the next decade.

"For the second consecutive year," Gregory said, "our total trade with East Asia has exceeded U.S. trade with Europe."

Iowa exporters J.C. McKeon, Vice President, Construction Equipment Group, FMC Corporation; Ben Hall, President, Intraco Inc., Oskaloosa; and Thomas A. Parks, Chief Executive Officer, Kwik-Way Industries, Inc., Marion; shared the elements of success in marketing in Asia.

Robert Doyle, a Minneapolis-based lawyer who spent more than five years in Asia negotiating a wide variety of matters, including successful reverse investments with Japanese companies, also addressed the conference on his experiences.

Approximately 160 people attended the conference which was sponsored by the Iowa Development Commission, the Iowa District Export Council, the Iowa Manufacturers Association and the U.S. Department of Commerce. ❖

Winning Companies

Iowa manufacturers who received awards for excellence in exporting of Iowa products were: *Agri Industries*, Des Moines; *AMF Lawn and Garden Division*, Des Moines; *Cherry-Burrell Corporation*, Cedar Rapids; *Corn States International Limited*, Des Moines; *M. A. Ford Manufacturing Company Incorporated*, Davenport; *Schneider Metal Manufacturing Company*, Mason City; *Universal Engineering Corporation*, Cedar Rapids; and *Vermeer Manufacturing Company*, Pella.

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

May, 1982

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	85	580	Iowa City	121	1,030
Atlantic	26	138	Keokuk	17	258
Burlington	43	802	Marshalltown	101	365
Carroll	50	173	Mason City	107	409
Cedar Rapids	243	1,532	Muscatine	42	359
Centerville	23	287	Newton	15	209
Charles City	5	131	Oskaloosa	21	246
Clinton	172	640	Ottumwa	22	513
Council Bluffs	108	904	Sheldon	38	105
Creston	55	154	Shenandoah	60	98
Davenport	190	1,451	Sioux City	283	896
Des Moines	406	2,753	Spencer	74	300
Dubuque	136	1,001	Storm Lake	46	416
Fairfield	13	193	Waterloo	167	1,055
Fort Dodge	261	600	Webster City	49	143
Fort Madison	86	230			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	May, 1982	May 1981
All Urban Consumers (1967 = 100)	287.1	269.0

Composite Construction Cost Index

	Mar. 1982	Mar. 1981
Composite Construction Cost Index (1967 = 100)	157.2	152.1

Business Data

	4/82	4/81	4 mos./82	4 mos./81
New Car Registration	8,103	7,479	24,681	38,263
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-18.5	22.6	-90.9	33.2
Savings	-42.3	-40.5	-19.8	32.9
Work Force (000)	1,377.8	1,410.9	1,366.6	1,382.2
Unemployment	96.7	62.0	93.7	72.1
Rate (% of work force)	7.0	4.4	6.9	5.2
Employment	1,281.1	1,348.9	1,273.0	1,310.1

Value of New Dwellings[1] ($000)

	6/82	6/81	6 mos./82	6 mos./81
Ames	$ 96.5	$ 0	$ 489.5	$ 474.0
Bettendorf	488.6	803.9	1,484.4	3,471.6
Burlington	136.0	132.8	629.0	1,114.4
Cedar Falls	98.3	349.1	372.9	2,258.2
Cedar Rapids	888.7	366.6	1,066.7	3,877.4
Clinton	0	75.0	83.0	856.0
Council Bluffs	264.5	17.6	560.3	352.9
Davenport	291.3	872.3	1,420.5	5,705.5
Des Moines	541.7	1,214.1	1,790.2	4,938.3
Dubuque	72.9	305.2	323.6	604.1
Fort Dodge	50.0	145.0	50.0	725.0
Iowa City	1,367.4	1,026.1	10,856.0	4,120.0
Keokuk	68.0	69.0	1,265.3	272.0
Marion	99.3	38.8	323.0	904.2
Marshalltown	53.0	63.0	315.0	396.0
Mason City	216.2	82.0	484.2	683.4
Muscatine	159.0	327.2	630.7	1,265.3
Newton	203.4	0	351.2	209.0
Ottumwa	25.0	106.0	1,282.0	643.0
Sioux City	146.1	134.6	1,922.2	532.0
Urbandale	134.6	281.3	1,087.2	1,174.2
Waterloo	329.4	998.1	1,052.5	5,734.2
W. Des Moines	1,000.3	349.1	2,103.1	2,764.1
TOTAL	$ 6,730.2	$ 7,756.8	$ 29,942.5	$ 43,074.8

Leading States for Farm Marketing ($mil.)

	Livestock & Products		Crops		Total	
	4 mos./82	4 mos./81	4 mos./82	4 mos./81	4 mos./82	4 mos./81
U.S.	23,393.5	22,636.6	22,733.4	19,688.2	46,126.9	42,324.8
Iowa	1,835.2	1,759.4	2,155.1	1,939.7	3,990.3	3,699.1
California	1,431.3	1,435.4	2,122.0	1,701.5	3,553.3	3,137.0
Texas	1,822.9	1,653.3	1,550.4	1,091.0	3,373.3	2,744.3
Illinois	783.7	745.5	2,345.3	2,199.8	3,128.9	2,865.3
Nebraska	1,500.4	1,037.1	1,337.4	967.0	2,837.8	2,004.1
Kansas	1,448.5	1,395.2	702.9	661.8	2,151.4	2,057.0
Minnesota	1,150.6	1,133.4	997.1	803.6	1,937.0	2,147.8
Florida	322.9	322.7	1,584.0	1,516.4	1,906.9	1,839.1
Wisconsin	1,256.0	1,357.5	345.6	286.6	1,601.6	1,644.1

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,464	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
April, 1982	229.13	848.36
May, 1982	223.95	819.54
June, 1982	222.88	811.93

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	6/82	5/82	6/81
Corn, bu	$ 2.50	$ 2.51	$ 3.10
Soybeans, bu	5.97	6.16	6.99
Oats, bu	2.02	2.04	2.07
Hogs, cwt	56.60	56.30	47.00
Beef cattle, cwt	61.40	63.80	62.20
Calves, cwt	61.30	64.50	62.70
Milk (whls), cwt	12.70	12.90	13.00
Sheep, cwt	19.00	18.10	19.60
Lambs, cwt	62.00	65.60	65.00
Eggs, (market), doz	.34	.35	NA
All hay, ton baled	57.00	59.00	46.00
Turkeys, lb	.39	.35	.42

Average Prices Paid by Farmers

	6/15/82	6/15/81
Beef cattle concentrated, 32-36%	$ 12.90	$ 12.90
Hog feed, 38-42% protein	15.10	16.00
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	180.00	200.00
Poultry feed, layer ration	192.00	230.00

Commodity Feed Price Ratios

	6/15/82	6/15/81
Hog — corn[1]	22.6	15.2
Beef cattle — corn[1]	24.6	20.1
Egg — feed[2]	4.0	3.9
Milk — feed[3]	1.41	1.30

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Industrial adhesives

A German manufacturer of industrial adhesives, leveling compounds and primers for floors, walls and ceilings is interested in offering its know-how for the production under license in the United States. The company would also consider discussing a joint venture agreement. The U.S. partners should come from the chemical, lacquer and paint industries, but it could also be a craftsman who is interested in starting his or her own production. **(G72-7528L)**

Safety valves

A German firm has requested assistance in locating a U.S. licensee for automatic, self-shutting safety valves for hose connections. The valve can be used on dishwashers, washing machines and other household appliances being connected to the piping system by hoses. Whenever a hose or a pipe breaks, the valve shuts off automatically. **(G72-7634L)**

Agricultural equipment

A British manufacturer of agricultural equipment is seeking a licensee for its material handling systems. The unit consists of a trailer which has its own hydraulic system for lifting and dumping, and can handle a variety of different boxes for flatbeds. The company would also be interested in manufacturing, under license, U.S. equipment which would fit into its line in Europe. **(U.K.72-7735L)**

Electronic control devices

A well-established, German manufacturer and service company of electric and electronic control devices for industrial and switching equipment is seeking a U.S. partner for cross-licensing of products and a possible joint venture in the U.S. **(G72-7838L)**

Greeting cards

A German manufacturer of holiday greeting cards is seeking a U.S. manufacturer of greeting cards interested in producing its line of cards for sale in the U.S. The German firm would supply contact films of the offset-lithos. **(G72-7927J)**

Garage doors

A Dutch manufacturer of overhead garage doors is seeking to license the product for manufacture and distribution in the United States. The door is highly insulated, 5mm thick and filled with polyurethane. The doors come in all sizes to maximum dimension of 7m wide by 7m high, 23' by 23'. **(H72-8034L)**

Work cabinets

A German manufacturer of cabinetry and work areas for kitchens and laundry rooms is seeking a U.S. business partner for the importing and distributing of its products in the U.S. As a second step, the German firm foresees a joint venture or license arrangement in manufacturing the kitchens in the U.S. **(G72-8124J)**

Paving bricks

A British manufacturer of interlocking paving bricks for roads, driveways, and sidewalks is seeking a U.S. partner for a joint venture or licensing agreement. The British firm is also interested in manufacturing and distributing the U.S. partner's products in Europe. **(U.K.62-6432)**

Garden equipment

A West German company seeks cooperation in the U.S. with a compatible manufacturer or distributor for distribution of its line of garden ceramics and the assembly and distribution of its program of fountains and garden tools. An ideal partner could be a manufacturer of garden equipment or garden tools, which is looking for complementary products. The distribution of the U.S. manufacturer's products in West Germany would be feasible. The German firm's major customers in Germany and neighboring countries are garden centers, hardware stores and mail-order houses. The company has 150 employees and reports an annual turnover of about $5 million. **(G72-7239J)**

Haessler technology

A German firm has developed the progressive haessler firing technology which helps lower the costs, improve the firing quality, achieve higher output and save more energy for the brick-making industry. The firm would like to discuss the possibility of a joint venture arrangement with a U.S. company and is willing to grant production licenses for the manufacture and distribution for its products in the U.S. **(G72-7432J)**

Carton lamination

A French manufacturer specializing in a lamination technique for cartons is seeking a joint venture with a U.S. company. The carton features a window which has been cut out in order to show a product or its color.The covering film has a dual purpose — improving the appearance of the box and at the same time serving as the window. Founded in 1947, the French firm employs 34 people. **(F72-8226J)**

Computer cables

German company is interested in distributing electronic cables for computers and computer systems. **(G72-59636T)**

Computers

German firm is interested in agency arrangement with a small to medium sized U.S. computer manufacturer. **(G72-58635T)**

Home products

Dutch firm is seeking exclusive distribution rights for a wide range of products in the home building industry. Present line includes glass, windscreens and sunroofs, and insulation and building material specialties. The company wishes to expand its line of products to include new products from the United States, particularly, home security systems, home furnishings, and home decorative items. **(H72-59300T)**

International Trade Exhibitions

SITEX '82, Construction Equipment, Accessories, and Hand Tools Exhibition, Hong Kong, November 10-13, 1982.

Representaciones Comerciales '82 Exhibition, Mexico City, Mexico, December 7-10, 1982.

Petrovance '83, Second Petroleum/Natural Gas Exploration, Production, Transportation, Pipeline, Storage and Refining Equipment Exhibition, Maracaibo, Venezuela, February 1-5, 1983

Saudi Agriculture '83, Second Agriculture, Irrigation, and Agri-Industry Show, Riyadh, April 10-14, 1983.

International Materials Handling Exhibition, London, England, April 19-26, 1983.

SaudiBusiness '83, The Second Business Equipment Communications and Computer Exhibition, Riyadh, Saudi Arabia, May 1-5, 1983.

International Building Exposition (IBEX '83), Hong Kong, June 1-4, 1983.

EUROCHEM, International Chemical and Process Engineering Show and Conference, Birmingham, England, June 6-10, 1983.

TECTRONICA '83, Life and Physical Sciences Equipment Exhibition, London, England, June 14-17, 1983.

1983 International Solar Energy Exhibition, Perth, Western Australia, August 14-18, 1983.

United States Agri-Business Exposition, Minneapolis, Minnesota, September 8-11, 1983.

WELDEX '83, Welding, Cutting, Metal Fabrication, Soldering, Brazing, Thermal Spraying, Positioning and Handling Equipment Exhibition, Birmingham, England, September 12-16, 1983.

Pan American Maritime Exposition and Conference, Panama, September 13-15, 1983.

Electric Indonesia, Jakarta, Indonesia, October 18-22, 1983.

ASIA International Hardware Expo (AIHEX '83), Singapore, November 2-5, 1983.

Singapore International Building Exposition (SIBEX '84), Singapore, March 14-17, 1984.

Southeast Asian Construction Equipment Exposition (CONEQUIP '84), Singapore, March 14-17, 1984.

For additional information, please contact the Industrial Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 3138. ✣

ID Conference

"New Techniques for Success", will be the theme for the 1982 Summer Economic Development Conference which will be held at Adventureland Inn on August 27. The conference will serve as an opportunity for communities to learn about the needs of industries that are thinking about coming to Iowa, and how they might help fill these needs.

To kick off the conference, Dave Swanson, director of the Iowa Development Commission will introduce a new slide show, "Iowa: A Harmony of Land & People." The IDC produced this show for the Midwestern Governor's Conference last month and the show will now be used at various events to promote the state.

Mervyl Olsen, Ralph Schlaefle, Dick Sorenson and Debbie Calvert will give a presentation on how communities can prepare for industries that are considering their town for a plant location.

Ron Kraft, Phil Smith and Charles Moench will be discussing industrial training programs which can be set up in cooperation with community colleges and the newly established plant to educate employees on the operation of new machinery.

Registration for the conference is $25 for the day, which includes a guest at the reception later in the evening. Half-price tickets to Adventureland Park will also be available upon registration.

For more information, contact the Iowa Development Commission's Industrial Division, 250 Jewett Building, Des Moines, Iowa 50309, or call 515 281-3500. ✣

Iowa
a place to grow

IDC DIGEST

August 1982 Vol. XI-No. 9

IDC COMMISSIONERS

William H. [illegible], chm.	Waterloo
[illegible], v. chm.	[illegible]
[illegible], sec.	Wilton
Michael [illegible]	Keokuk
David B. [illegible]	Des Moines
Robert H. [illegible]	[illegible]
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Gerald [illegible]	[illegible] City

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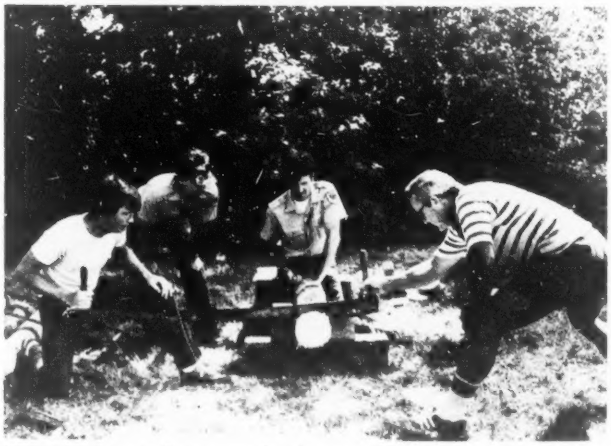
The Forest Craft Festival: an educational 'woodsy'



Cross cut sawing was just one of the events at the Forest Craft Festival that tourists could participate in as well as watch.

Dave & Phil Deming demonstrate the techniques involved in carving totem poles among other wood carvings they create.

In the early years of our country, Native Americans and settlers had to be familiar with the forests in order to survive. Today, it is the survival of the forests that depends on men and women.

The second Forest Craft Festival was held July 17-18 at Lacey-Keosauqua State Park as an effort to make Iowans more aware of the state's valuable and dwindling forest resources. The festival is sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Van Buren County. For the past two years it has been held in conjunction with the Van Buren County Summer Arts Festival.

Approximately 10,000 visitors toured the displays and saw demonstrations of forest and wildlife management techniques at the 1982 festival. Flooding was a problem in the park during the weekend, so the Conservation Commission's displays were moved out of the Ely's Ford area to the northern part of the park where the craftspeople had items on display. Despite the last minute relocation, things ran smoothly throughout the weekend, with visitors catching shuttle buses in Keosauqua for the ride to the park.

At the festival, visitors had the opportunity to learn more about wood as a fuel, woodlands as a home for wildlife and wood as a medium for works of art.

The Forest Craft Festival has completed its two-year trial period, and will now be a regular annual event.

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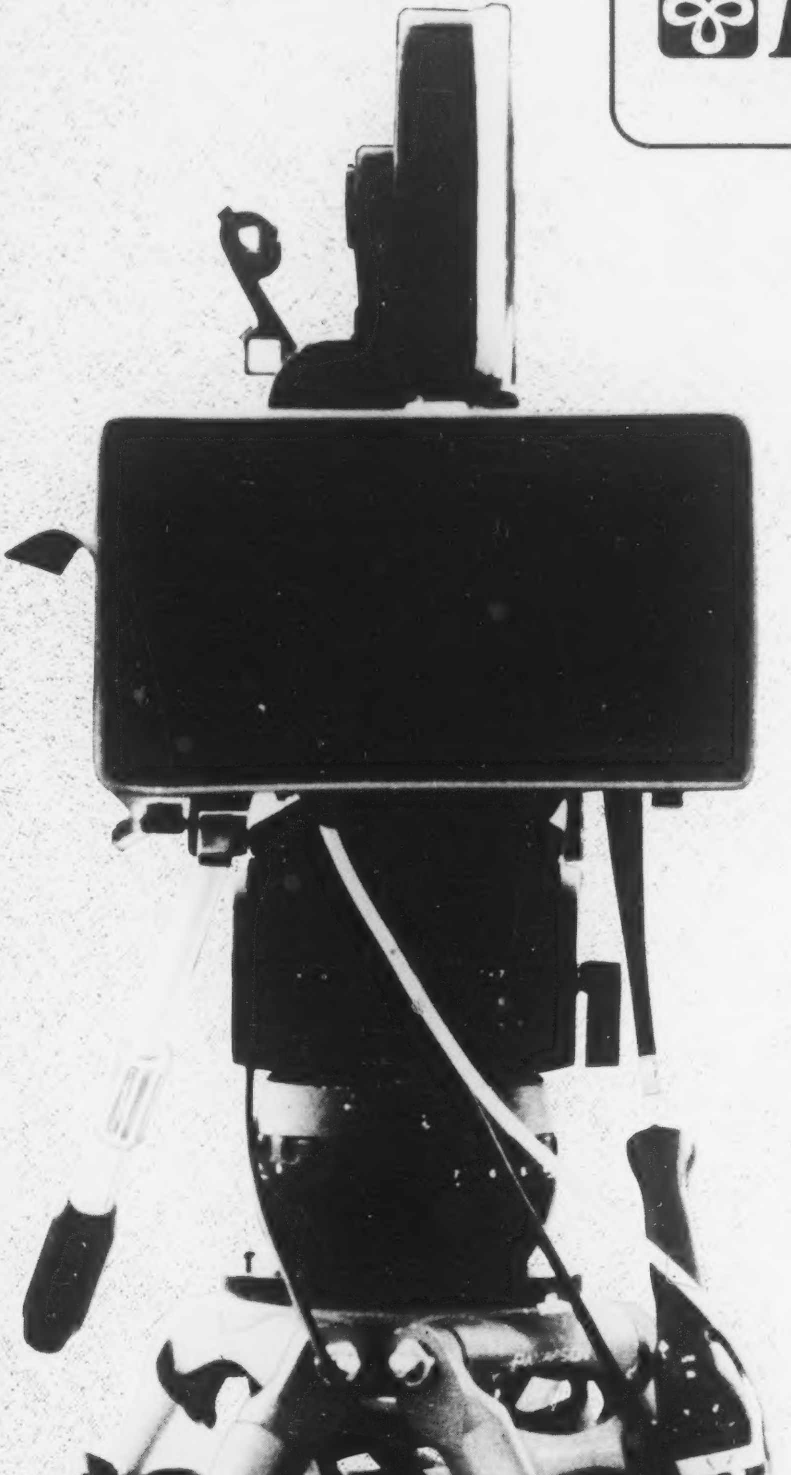
Iowa Development Commission

Digest

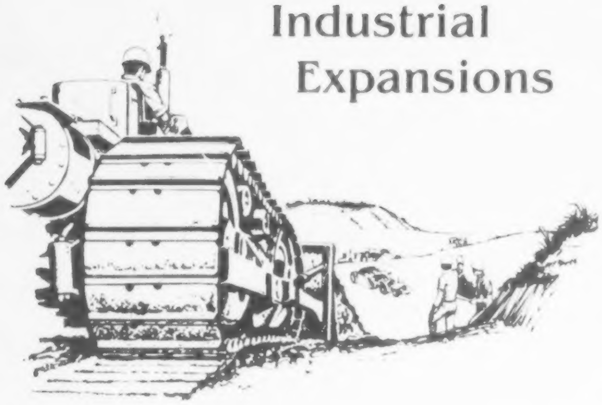
September, 1982



Tide ads filmed in Iowa towns

Story on page 6

Industrial Expansions



New Eaton valve plant creates 200

Eaton Corporation

Two years of planning and building officially were brought to a successful conclusion in July with the dedication of Eaton Corporation's new $10 million plant in Belmond.

The 150,000 square-foot facility now employs about 200 workers. Peak employment of 300 workers won't be reached for at least a year, company officials said. The plant's workers manufacture precision engine valves for passenger cars, heavy trucks and industrial engines.

Speakers during dedication ceremonies gave much of the credit for Eaton's decision to locate in Belmond to the town's Industrial Development Corporation. The Belmond group worked with the Iowa Development Commission's Industrial Division in its efforts to entice Eaton.

Belmond lost its first bid to attract Eaton in 1976. Company officials visited the area then, but decided to locate elsewhere. Eaton returned in the summer of 1980, and by that fall decided that Belmond was the place for its new plant.

Eaton Chairman E. M. deWindt said Belmond was chosen because of its location, its work force and its energy sources. Chief among Belmond's assets, said deWindt, were the cooperation and tenacity of its leaders.

"Every curbstone expert knows that now is not the time to be part of the automotive industry if you can help it," said Eaton President J. R. Stover. "And yet here we have the leaders of Belmond and Iowa who worked tirelessly to attract a plant tied to that industry."

Their work was not in vain, Stover said. Even in a recession year, five or six million cars are sold in this country and 35 to 40 million are sold throughout the world, Stover said.

"How many markets can you identify that are bigger than that?" Stover asked.

The Belmond plant is Eaton's third in Iowa. The Cleveland company also operates a truck transmission plant in Shenandoah and a hydrostatic transmission plant in Spencer.

Boone Valley Co-op

Boone Valley Co-op of Eagle Grove recently opened a new processing plant that nearly triples the firm's soybean processing capacity.

The new facility ranks among the largest soybean processing plants in the country, according to Bill Lester, Boone Valley general manager. The co-op's daily processing capacity is now 145,000 bushels per day.

Another recent project also is complete. Boone Valley bought and remodeled an Iowa Public Service building in Eagle Grove. The new energy plant provides the co-op with

Correction

A story in the Industrial Expansions section of the July **IDC Digest** incorrectly reported that Siouxpreme Egg Products, Inc. was expanding its facilities in Sioux City. Siouxpreme Egg is located in Sioux Center, and is planning to build a 10,000 square-foot expansion at that plant. The expansion will result in 30 new jobs in Sioux Center. ✤

jobs in Belmond

all its steam and electricity needs, Lester said.

The projects add 70 jobs to the co-op's former payroll of 150 employees, Lester said.

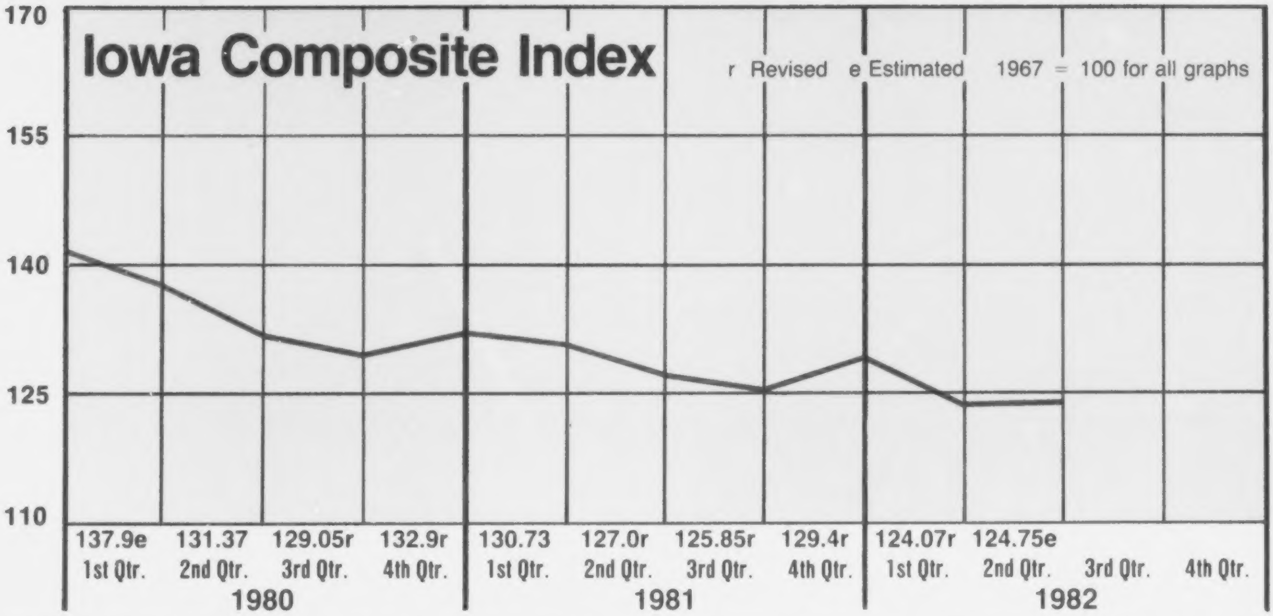
The Clow Corporation

The Clow Corporation announced in July that it has moved its valve division headquarters from the Chicago area to Oskaloosa. Six families were relocated in the move. The valve division manufactures primarily fluid control valves and hydrants. The valve division of Clow also has plants in California and New York. The Oskaloosa plant has grown from 322 employees to 410 employees in the last few months.

Dragon Casing Company

Dragon Casing Company is the name of Hull's newest industry. The firm will employ up to 10 workers. The plant will process hog intestines from Sioux Preme Packing Co. in Sioux Center. The intestines, once considered a waste product, will be separated for use in medicines and as sausage casings. Dragon Casing is housed in the former Steinstra Construction office building in Hull. Owners Ken and Jennie Yu of Rock Valley also operate Chia Chi Enterprises in Rock Valley.

THE IOWA ECONOMY



The combined index of Iowa's economy continued its slow pace, edging up only slightly from the six-year low set in the first quarter. This index reflects the poor showings of its component indexes, particularly agriculture, construction, manufacturing, and transportation.

IDC plans move to new office

The Iowa Development Commission will be improving on its ability to serve the public and business sectors when it makes the move to a new office complex later next year.

Governor Robert Ray announced in August that the IDC will move its office to a new building that is currently under construction in Des Moines' east side business revitalization district. The move will place the commission's office in the new Capitol Center complex to the west of the State Capitol.

In announcing the move, Governor Ray pointed out the importance of the move. "To achieve accelerated economic growth our state needs to always put its best foot forward, and this move will put the Development Commission's offices in a more attractive and functional setting."

Offers competitive edge

The IDC is excited about the new office. Director David Swanson said the move will improve the business capabilities of the commission. "To be competitive in promoting this state as a place to do business, we need to have good marketing tools. One of these tools is an attractive place in which to meet industry. Being in downtown Des Moines has suited us well for many years. But in this new facility we will convey a better and more positive image, as well as be more accessible to the public and private sectors."

Stanley McCausland, director of the Department of General Services, noted that the new office will incorporate many modern, up-to-date features not found in the current IDC office at the Jewett Building. "One major feature will be an audio/visual display room, similar to those found in the private sector. This room will allow the IDC, as well as other state agencies, to present promotional, multi-media programs to clients. The Development Commission represents the state to many groups, and we need a facility like this to show off Iowa's strong selling points."

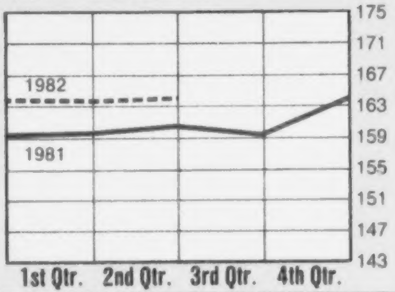
Maximum efficiency

McCausland also pointed out that the "open office" concept will be emphasized in much of the new building, allowing for maximum efficiency per square foot of space.

The Capitol Center complex will eventually consist of three buildings bordered by Walnut Street and Court Avenue, between East Fourth and East Seventh streets. Capitol Center Partners will lease the space to the IDC for a five-year period, with the option to renew. The IDC office will occupy 15,000 square feet, or one wing, of the first of the three buildings. ✥

SERVICES (Employment, dollar volume index)

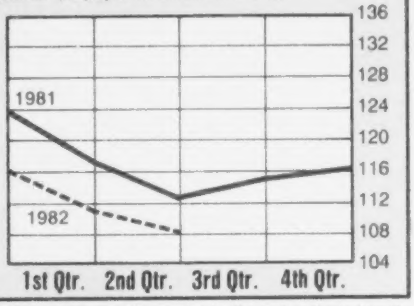
1981	1982
160.83r	164.3
161.1r	164.9
160.13	
164.6e	



The services sector index remains steady at a relatively high level compared to its long-term trend.

RETAIL TRADE (Employment, taxable retail sales)

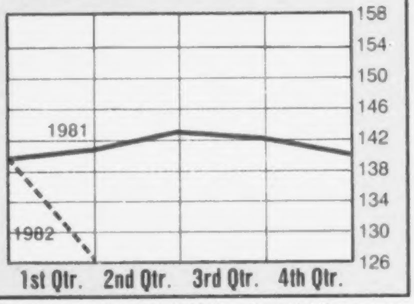
1981	1982
117.2	111.4
113.92	108.5
115.0	
116.17	



The retail trade index hit a seven-year low point in the second quarter. It hasn't been lower since the first quarter of 1975. There hasn't been a lower *second* quarter index in eleven years!

MANUFACTURING (Productivity, employment)

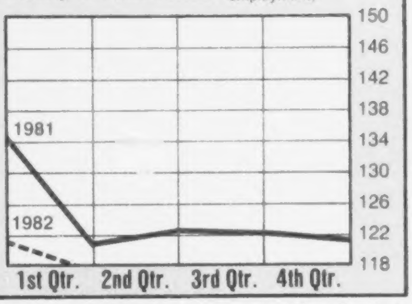
1981	1982
141.61r	126.3r
143.18	123.7e
142.11r	
136.8r	



A sharp drop in the first two quarters of 1982 has brought the manufacturing index to its lowest level in ten years. Lower employment in this sector is responsible.

TRANS., COMM., UTILITIES (Wages, employment)

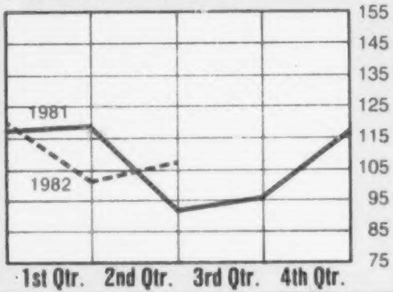
1981	1982
121.78r	117.0r
122.9r	116.3e
122.9r	
121.34e	



This sector's index is at its lowest point in eleven years. Since the first quarter of 1981, it's been at a relatively depressed level.

AGRICULTURE (Cash receipts, prices paid)

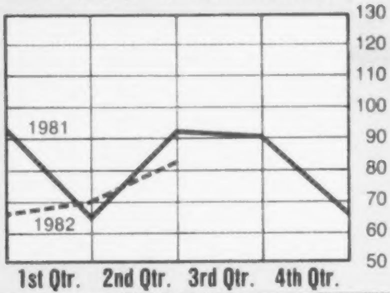
1981	1982
119.61r	102.3
92.5r	106.4
95.2r	
117.0e	



The index comparing farmers' cash receipts to prices paid showed a modest gain in the second quarter. The second and third quarter indexes are typically on the low side of the annual cycle.

CONSTRUCTION (Employment, value of construction)

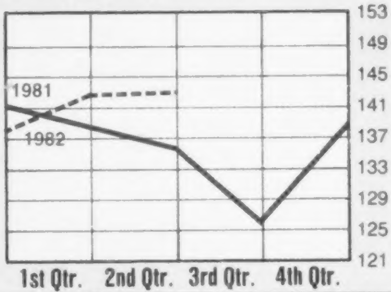
1981	1982
65.71r	70.0
91.11	83.3
90.40	
67.37	



The construction index always picks up in the second quarter. It is a "seasonal" increase. This year's seasonal rise is the weakest since 1963, when the index rose to 82.9 in the second quarter.

GOVERNMENT (Employment, expenditures)

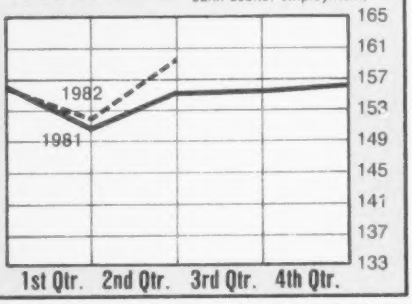
1981	1982
138.77r	143.8r
136.77	143.9e
126.12	
137.94	



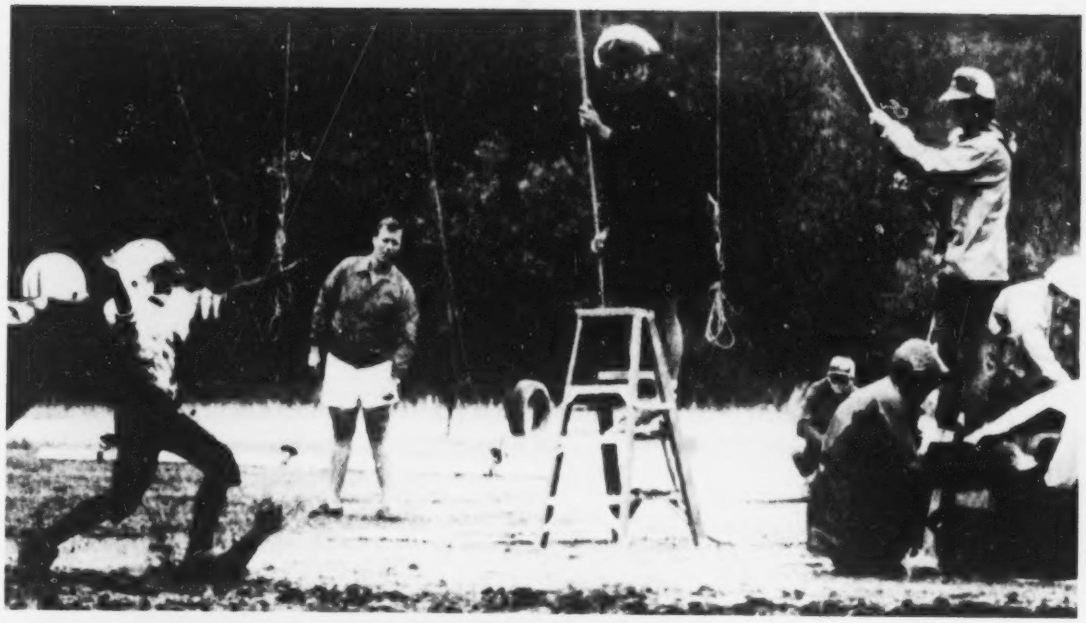
The second quarter index is usually strong compared to the rest of the year. Although this year's second quarter index surpasses last year's, it still remains at a low level when compared to long-term trends.

FINANCE & INSURANCE (Insurance sales, bank debits, employment)

1981	1982
151.52r	152.84
155.59	160.8
155.74	
156.4r	



The indexes in this sector seem to have developed a seasonal pattern over the past two years of dipping in the first quarter and coming back up in the second.



Tide tackles Io

The bride and groom, surrounded by the ecstatic family and wedding party, cascade down the steps of the quaint, white, country church in rural northeast Iowa. Briefly, the bride pauses to launch her bouquet toward the waiting crowd. A pristine, young flower girl dressed in white, measures the bouquet's descent, dives for the flowers, but flops empty-handed in the dirt. The girl's mother gasps at the sight of the once-white dress.

"That's beautiful!" says a voice from behind the crowd. "We'll print that one!"

And with that, film director Murray Bruce orders his crew to set up the next scene for the laundry detergent television commercial he is shooting in the Iowa community of Boyd.

Latest of many

The Procter & Gamble advertisement for Tide detergent is the latest among a number of film productions that have used Iowa locations in the last few years. In this case, Procter & Gamble, the company with the nation's largest advertising budget, hired Murray Bruce Productions of New York to film two television commercials in two different Iowa communities. In both cases, the production company utilized the services of Bill Lindstrom, the Iowa Development Commission's film services coordinator.

"Procter & Gamble wanted to reenact a wedding scene at a typical rural church with a lot of character," said Lindstrom. "They thought they would find the perfect setting somewhere in the Midwest."

Fifteen counties seen

The search ultimately centered in Iowa, Nebraska

a dirt

and South Dakota. Over a five-day period, Lindstrom and an associate producer from Murray Bruce Productions explored 15 Iowa counties, looking at scores of country churches. The church in Boyd, just six miles southeast of New Hampton, received the nod from P&G officials.

So after an open casting call in Waterloo that drew nearly 2,000 aspiring television actors, production company officials picked about 100 Iowans to appear in the two commercials promoting Tide. One spot was shot in Boyd and the other was filmed on a high school football field in New Hartford, just west of Waterloo.

"The second Tide commercial features a high school football team playing a game in the rain," Lindstrom explained. "Of course, the team uniforms got pretty filthy and that's where Tide comes in."

Cooperative town

"The New Hartford location was chosen because of its proximity to the production company's accommodations in Waterloo and also because of the town's cooperation in leasing the field to the film crew. Neither commercial could have been shot without the great cooperation from the people in both Boyd and New Hartford," Lindstrom said.

According to Lindstrom, the film company spent several hundred-thousand dollars during its two-week stay in the Waterloo area. "That's a good reason for trying to bring more film production into Iowa," he said.

Procter & Gamble representatives say the commercials will air soon on the three major television networks. ✠

Just
Married

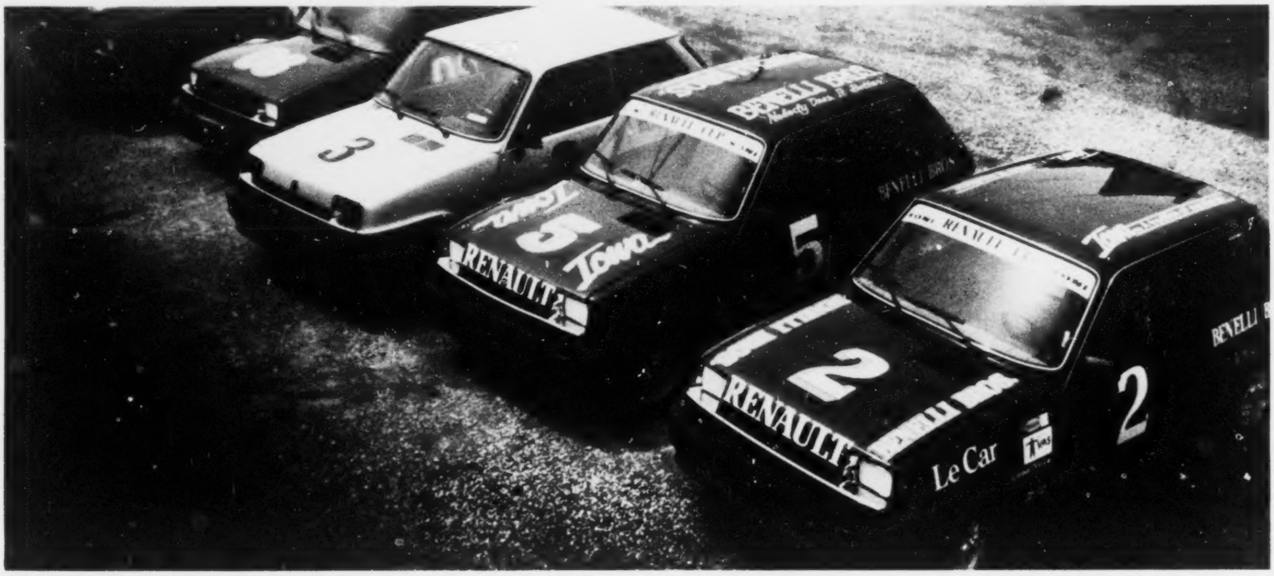
Cars sport Iowa message

What do Iowa and Grand Prix racing have in common? Louis McAlpine of Benelli Brothers Import Center in Des Moines, that's what.

For the last several years, McAlpine has been making a name for his fleet of Renault race cars by consistently winning Renault Grand Prix races, both in the United States and abroad. "The small French-designed cars are raced prior to the main event," McAlpine said, "and since Iowa is not known as a racing capital, we draw quite a bit of attention." Currently, McAlpine's racers are among the fastest in the United States.

Because McAlpine's cars have been winning and drawing attention, he decided to publicize his home state and arranged with the IDC Public Information Division to have Iowa logos painted on a couple of the racers. One lists "Iowa, A tradition of excellence," on the roof, since many spectators at Grand Prix races view the race from second and third floor windows of buildings along the route. The sides of the same car have "Iowa, A Place to Grow." The other car sports a stylized "Iowa" across the hood.

"We enjoy giving the state a little free publicity," McAlpine added. "We're proud of Iowa, and want everyone to know where we come from." ♣



Iowa Ag & Business Indicators

Labor, Demand and Supply[1]

May, 1982

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	85	580	Iowa City	121	1,030
Atlantic	26	138	Keokuk	17	258
Burlington	43	802	Marshalltown	101	365
Carroll	50	173	Mason City	107	409
Cedar Rapids	243	1,532	Muscatine	42	359
Centerville	23	287	Newton	15	209
Charles City	5	131	Oskaloosa	21	246
Clinton	172	640	Ottumwa	22	513
Council Bluffs	108	904	Sheldon	38	105
Creston	55	154	Shenandoah	60	98
Davenport	190	1,451	Sioux City	283	896
Des Moines	406	2,753	Spencer	74	300
Dubuque	136	1,001	Storm Lake	46	416
Fairfield	13	193	Waterloo	167	1,055
Fort Dodge	261	600	Webster City	49	143
Fort Madison	86	230			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	June 1982	June 1981
All Urban Consumers (1967 = 100)	290.6	271.3

Composite Construction Cost Index

	March 1982	March 1981
Composite Construction Cost Index (1967 = 100)	157.2	152.1

Business Data

	6/82	6/81	6 mos. 82	6 mos. 81
New Car Registration	5,792	6,695	36,878	53,349
Iowa Savings & Loan ($000,000)				
Mortgage Loans	12.0	5.0	-81.6	65.4
Savings	26.2	-1.3	36.2	26.1
Work Force (000)	1,445.0	1,458.3	1,389.7	1,403.9
Unemployment	83.3	68.6	88.8	69.4
Rate (% of work force)	5.8	4.7	6.4	5.0
Employment	1,361.7	1,389.7	1,300.9	1,334.6

Value of New Dwellings ($000)

	7/82	7/81	7 mos. 82	7 mos. 81
Ames	$ 229.5	$ 0	$ 719.0	$ 474.0
Bettendorf	111.9	320.0	1,596.3	3,791.6
Burlington	212.0	86.0	841.0	1,200.4
Cedar Falls	62.3	189.6	435.2	2,447.8
Cedar Rapids	130.8	457.1	1,197.5	4,334.5
Clinton	25.0	155.0	108.0	1,011.0
Council Bluffs	197.9	53.7	758.2	406.6
Davenport	75.0	642.6	1,495.5	6,348.1
Des Moines	985.4	724.0	2,775.6	5,662.3
Dubuque	187.1	89.3	510.7	693.4
Fort Dodge	0	0	50.0	725.0
Iowa City	1,273.7	1,383.3	12,129.7	5,503.3
Keokuk	153.0	33.0	1,418.3	305.0
Marion	0	93.4	323.0	997.6
Marshalltown	84.0	192.0	399.0	588.0
Mason City	131.9	80.0	616.1	763.4
Muscatine	120.4	426.0	751.1	1,691.3
Newton	161.0	0	512.2	209.0
Ottumwa	85.0	23.0	1,367.0	666.0
Sioux City	48.2	229.0	1,970.4	761.0
Urbandale	127.3	0	1,214.5	1,174.2
Waterloo	260.1	516.8	1,312.6	6,251.0
W. Des Moines	56.5	517.9	2,159.6	3,282.0
TOTAL	$ 4,718.0	$ 6,211.7	$ 34,660.5	$ 49,286.5

Farm Retail Price Spreads

	May 1982	May 1981
Beef, Choice:		
Retail Price (cts./lb.)	246.5	234.3
Net Carcass Value (cts.)	169.9	155.1
Net Farm Value (cts.)	159.7	145.6
Farm-Retail Spread (cts.)	86.8	88.6
Pork:		
Retail Price (cts./lb.)	169.6	144.9
Wholesale Value (cts.)	122.1	101.5
Net Farm Value (cts.)	92.0	66.3
Farm-Retail Spread (cts.)	77.6	78.6
Dairy Products:		
Retail Cost (1967 = 100)	247.0	242.6
Farm Value (1967 = 100)	258.0	265.6
Farm-Retail Spread (1967 = 100)	237.3	228.2
Eggs:		
Retail Cost (1967 = 100)	172.3	170.5
Farm Value (1967 = 100)	176.0	183.7
Farm-Retail Spread (1967 = 100)	166.9	151.4

Quarterly Periods

	1982 I	1981 I
Net Taxable Retail Sales ($000,000)	N.A.	3,463
Personal Income ($000,000)	30,091	28,518

Stock Index

	Iowa*	Dow Jones Industrial
May, 1982	223.95	819.54
June, 1982	222.88	811.93
July, 1982	221.80	808.60

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	7/82	6/82	7/81
Corn, bu.	$ 2.47	$ 2.49	$ 3.08
Soybeans, bu.	5.98	6.01	7.14
Oats, bu.	1.78	2.03	1.80
Hogs, cwt.	57.10	56.60	49.20
Beef cattle, cwt.	59.40	62.70	59.90
Calves, cwt.	65.10	65.70	62.70
Milk (whls), cwt.	12.80	12.80	12.80
Sheep, cwt.	25.00	23.60	26.60
Lambs, cwt.	56.00	59.50	57.50
Eggs (market), doz.	.35	.34	NA
All hay, ton baled	52.00	57.00	49.00
Turkeys, lb.	.41	.39	.41

Average Prices Paid by Farmers

	7/15/82	7/15/81
Beef cattle concentrated, 32-36%	$ 12.80	$ 12.90
Hog feed, 38-42% protein	15.10	16.00
Soybean meal, 44% protein	12.50	13.50
Dairy feed, 16% protein	190.00	191.00
Poultry feed, layer ration	190.00	220.00

Commodity Feed Price Ratios

	7/15/82	7/15/81
Hog — corn[1]	23.1	16.0
Beef cattle — corn[1]	24.0	19.4
Egg — feed[2]	4.1	4.6
Milk — feed[3]	1.35	1.34

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Hydraulic loaders

A German assembler of hydraulic loaders for construction and agricultural use seeks a license with a small U.S. ag equipment manufacturer. The German firm employs 20 people and lists annual sales of $2.4 million. **(G82-8335L)**

Plug valves

A German manufacturer of corrosion resistant valves (mainly plug valves) for the petrol and chemical industries is looking for a U.S. company to discuss a possible joint venture. The German company was established in 1967 and employs 60 production employees, and 15 salesmen. Annual turnover of approximately $3.3 million. **(G82-8434J)**

Labels

A German manufacturer of labels is seeking a U.S. partner, preferably a printing plant or a manufacturer of labeling machines, for a joint venture agreement. The German company would like to acquire a minority share in the U.S. company. Reverse also possibility. Company was established 1922, employs 55. **(G82-8527J)**

Engineered plastic

A German manufacturer of engineered plastic for lining bunkers, trailers, silos and conveyors is seeking a joint venture with a U.S. firm for manufacture of the material and sale in the U.S. The German firm will invest $500,000. As a first step, the U.S. partner must be able to market plastic panels and should have experience with such installations. **(G82-8630J)**

Electrical components

A British firm engaged in the development and manufacture of sophisticated electrical, electronic and mechanical components is seeking to acquire a license to produce U.S. products in Europe. The company is interested in the following licenses and technologies:

Innovative/special application actuators, connectors, transducers and stepping motors; membrane switches and derivatives such as limit and pressure switches. Electrical/electronic membrane switches as used on computers and instruments; manufacture of printed circuits on porcelain enameled steel substrates and the printing of current conductors on flexible materials; innovative products which can be manufactured by metal pressing techniques; small products in the "law and order" field for crowd control; innovative safety products and products for the disabled and handicapped. **(U.K. 82-8739L)**

Floor coverings

A German manufacturer of industrial floor coverings used in food processing plants, such as dairies, breweries, and chemical plants, is seeking to license its technology for production in the U.S. The floor covering is highly resistant to acids and other harsh chemicals. It also is extremely durable as to machinery and heavy object movement. **(G82-8839L)**

Plastering levels

An Austrian manufacturer of sprit levels, hose leveling instruments, inclinometers, and other specialized levels for plasterers, road and rail construction, and tile laying is seeking a U.S. partner to assemble the levels and to act as a distributor agent for the U.S. **(A110-10034)** ✤

Iowa rooms put up for grabs

Hotels and motels throughout Iowa are being asked by their state association to support a program that offers rooms free of charge this fall to Iowans who have never stayed in one of the state's hotels or motels.

In return, the Iowa Hotel & Motel Association says, the properties will be given "plenty of advertising" statewide. The association hopes the promotion will expand the market for Iowa hotels and motels.

The winners of free rooms will be determined through contests run by each hotel or motel.

The program is in response to statistics that show a high percentage of residents in Iowa have never stayed in a hotel or motel in the state.

This program is the first of its type in the nation. ✤

IDC names new employees

Bob Kelso has been named director of the new CALL ONE business and industry information program at the Iowa Development Commission. He will be assisted by Frances Fleck. Kelso has attended a number of institutions including the Municipal University of Omaha, Boyles Technical Institute and Coe College. Before joining the IDC, Kelso was legislative affairs manager for the Sioux City Chamber of Commerce and a lobbyist for the Northwest Iowa Chamber Coalition.

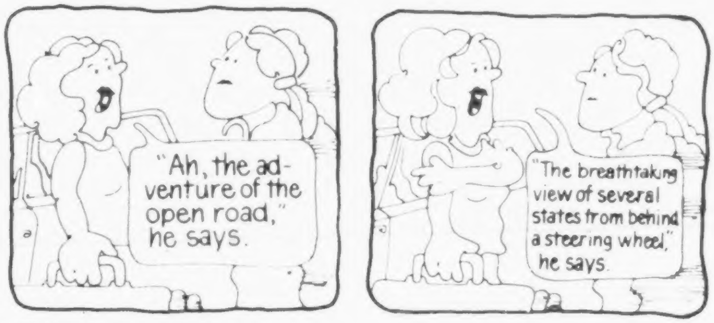
Frances Fleck, CALL ONE's new assistant director, joined the IDC in early August. She is a graduate of the University of Iowa where she majored in elementary education and psychology. Fleck also has received a Master's in public administration from Drake University. Before joining the IDC, Fleck worked for the Environmental Protection Agency in Kansas City.

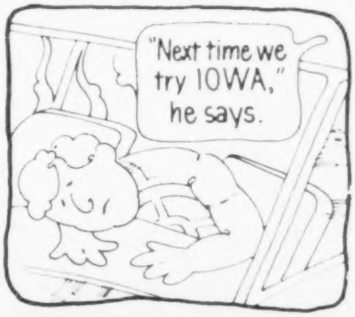
Jim Blume is the new **IDC Digest** editor. He was graduated from Iowa State University in 1979 with a B.A. in journalism and economics. Before joining the IDC, Blume was a reporter for three years with the **Des Moines Register**.

Craig Hamilton has been named regional manager for Existing Industry in the Industrial Division. Hamilton received a B.A. in geography from California State University and received his Master's from the University of Nebraska, also in geography. Before joining the IDC, Hamilton was the economic development group manager in the Department of Planning and Community Development in Council Bluffs.

Julie Blum has been named regional manager for Existing Industry in the Industrial Division. Blum received a Bachelor of Business Administration in marketing and industrial relations from the University of Iowa. Before joining the IDC, Blum was the assistant manager of the West Covina, California, Chamber of Commerce.

Iowa
a place to grow


"Ah, the adventure of the open road," he says.
"The breathtaking view of several states from behind a steering wheel," he says.


"Next time we try IOWA," he says.

Take a vacation and have a good time, too. Scenery, museums, festivals and campsites are just hours away. Bet there's an Iowa adventure you haven't tried yet. We'll help you find it. Write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

try Iowa!

IDC DIGEST
September 1982 Vol. XI-No. 10

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California 'blitz' set

The Iowa Development Commission's Industrial Division will visit California's "Silicon Valley" in early October to assess Iowa's potential as a location for high technology industries.

Ron Kraft, director of the Industrial Division, said trips of this type have been taken before, but never to the West Coast. Trips in the past have been to cities in the Midwest or East.

The reason for choosing the West this time, Kraft said, is that California has a large concentration of high technology companies, especially in the Silicon Valley. The trip is designed to make these companies aware of Iowa's potential for branch expansions.

The trip is one of the Industrial Division's so-called "blitz trips." Iowa Development staff members and volunteers from the state's professional community will make 200 to 300 calls to different companies during the four-day venture. Kraft said five to 10 people are expected to make the trip.

Iowa has a lot to offer high technology industries, Kraft said, and he hopes the trip will show the state is an excellent place to plan an expansion.

"We have a good transportation system, an excellent community college system and an extensive amount of research being done in our universities that would benefit this type of industry. Because of these and other assets, Iowa would be a good prospect for high technology," Kraft said. ✥

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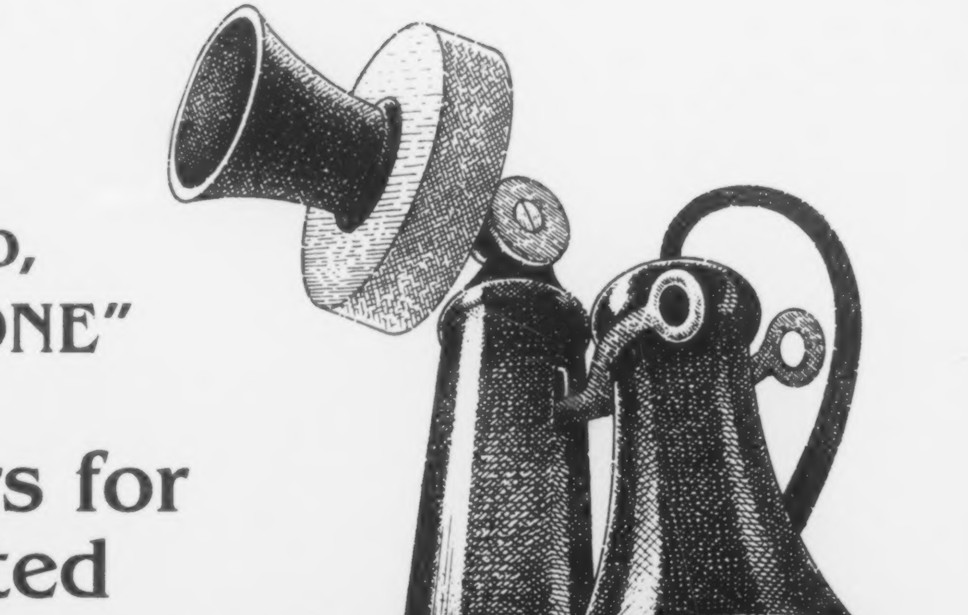
Iowa Development Commission

Digest

October, 1982



"Hello, CALL ONE"

Answers for frustrated business people

Story on page 3

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
19,800 (2 at this size)	Mapleton	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
~~25,200~~ **Leased**	~~Coralville~~	~~Warehousing~~
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
37,500	Cedar Falls	Manufacturing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
44,348	Osceola	Lt. Manufacturing
~~45,000~~ **½ Leased**	~~Cedar Rapids~~	~~Spec Building (new)~~
49,474	Albia	Lt. Manufacturing
60,000	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
78,300	Fairfield	Manufacturing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
100,000 (3 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
226,645	Camanche	Lt. Mfg./Warehousing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Iowa family subject of TV movie

Filming began in September of a television movie based on the life of an Ottumwa family.

As they prepared for the shooting, the producers relied heavily on the services of Bill Lindstrom, film services coordinator for the Iowa Development Commission.

The ABC Movie of the Week is set to air around Christmas time. "Who Will Love My Children?" describes the life of Lucille Fray, an Ottumwa mother of 10 children, during the 1950s.

Early in the movie, Fray learns she has contracted cancer and has only months to live. She vows to find foster homes for all her children before she dies.

The movie will be shot entirely in California. The producers called on Lindstrom for help in giving the movie director a feel for how and where the family lived.

"We took a lot of rolls of film," Lindstrom said. "They needed pictures of where the Fray family lived, what their surroundings were and what Ottumwa looked like in the 1950s."

The producers learned of Lucille Fray's story from articles about her plight in *Readers' Digest* and other publications. The movie is being produced by Levenback-Riche Productions of Los Angeles in association with Universal Television.

Lindstrom expressed gratitude for the help he received from the *Ottumwa Courier*, the Ottumwa Chamber of Commerce and St. Joseph Hospital in Ottumwa.

Call One breaks the barrier

There's now a cure for the headaches that Iowa business people sometimes suffer when they try to find their way around the halls of state government.

CALL ONE, a new regulatory information service in the Iowa Development Commission's Research Division, began full operation on Oct. 1.

Iowans interested in setting up new businesses, or expanding the ones they have, now can call one toll-free telephone number to find out which licenses, permits or other registrations they'll need to open up shop.

"For many years, we've heard of Iowa business people not knowing where to go or whom to contact," said CALL ONE director Bob Kelso. "They were shuttled from one building to another and left hanging on the telephone. We help make things easier.

Entering business

"People don't realize you can't just get a sales tax permit and open the door," Kelso said. "There are many, many things you have to do to enter business."

Bob Kelso

Fran Fleck, assistant program director, said a phone call she recently received proved to her the usefulness of CALL ONE.

The businessman was interested in establishing a franchise operation. Fleck said she called several state agencies and was told that there were no state regulations covering franchises. She called the businessman back and told him, that while there were federal rules he'd have to comply with, he didn't need to worry about state authorities.

The question started to bother her, though, she said. Upon further investigation, she discovered that a relatively new law in Iowa requires the State Insurance Department to oversee some aspects of franchises in the state. She contacted the businessman again and told him the new information.

"Before CALL ONE, he probably never would have found out," Fleck said.

The first stop

The program's services begin when the business person telephones or writes CALL ONE. Kelso and Fleck learn what type of business the client is planning to start or what type of problem the business is experiencing.

Kelso and Fleck then start their research to determine which state or federal laws, or local ordinances, apply to the client's situation. Within five days, Kelso or Fleck will call back with the addresses and telephone numbers needed to solve the problem.

They also will make follow-up calls to random clients to check on the business persons' success.

Fran Fleck

CALL ONE does not issue any licenses or permits, and complaints about state government are referred to the state Citizens' Aide/Ombudsman office.

Making it easier

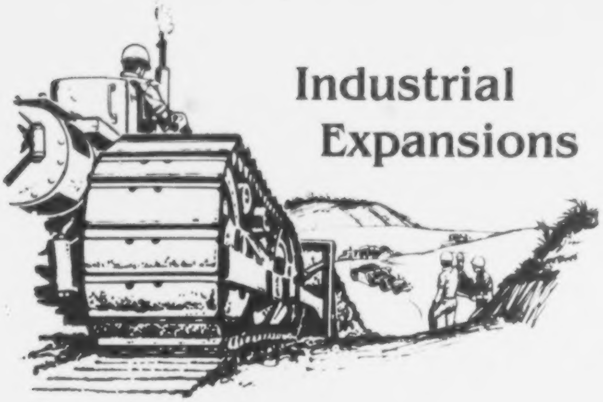
"The big need is to make it easier for people to enter business," Kelso said, "as demonstrated by the number of phone calls the service received even before the official start-up date. By mid-September, we had already taken 60 calls.

"We're getting a crash course in government right now," Kelso said. "We've talked to almost every state agency and we are now meeting with state trade associations."

CALL ONE was mandated by the 1982 Iowa Legislature. Kelso said such a program had been discussed by Iowa business people for the past six or seven years.

The toll-free number for CALL ONE is 800/532-1216. In the Des Moines area, the numbers are 281-8310 or 281-8324. The address for CALL ONE is 250 Jewett Building, Des Moines, Iowa 50309.

Industrial Expansions



Superior Manufacturing joins with

Superior Manufacturing Co.

Superior Manufacturing Co. of Stockton announced that it has entered into a joint venture with a German firm to produce slotted tubes using technology recently developed in Europe.

The agreement means more jobs in the state and lower-cost tubes for manufacturers, according to Robert Richardson, Superior Manufacturing president.

The new operation should add 25 workers to Superior's payroll within three to six months, Richardson said. Superior currently employs eight workers.

"The Stockton plant will use German machinery and domestically produced tubing," Richardson said. "The machines automatically cut slots in tubes made from metal and other materials. The process produces less expensive tubes than those made by drill or flame cut operations, and the precision of the machines offers enhanced design possibilities."

The machines were developed by Rohrtechnik Osthoff GmbH and Co. KG of Burgbernheim, West Germany. Superior will house the German firm's first production facility in the United States. The Stockton plant and a sales office in Chicago will operate under the name Tubetechnik North America.

Discussions began two years ago between Richardson and Rohrtechnik President Paul May. The international section of the Iowa Development Commission's Industrial Division, along with the IDC's Frankfurt, West Germany, office, helped arrange the joint venture between the two firms.

Production is set to start in mid-October, Richardson said. Rohrtechnik technicians are in Stockton to aid the start-up.

Tubetechnik will manufacture tubes for industries that require repetitive holes in their tubing. The uses, according to Richardson, include farm implements, automobiles, furniture, storage systems and display fixtures.

Ertl Co.

Ertl Co. of Dyersville announced the acquisition of a new line of plastic model kits.

When the line is in full production it is expected to create between 50 and 100 jobs, according to a company spokesman. Current employment at Ertl's Dyersville plant is about 800.

To acquire the new line, Ertl bought the assets and trademarks of AMT Co. of Baltimore. "The acquisition," said President Fred Ertl, "is the vehicle we need to firmly establish Ertl Co. as an accepted model kit industry leader."

The equipment and other assets of AMT will be moved to the Dyersville plant in the coming months. Some production from the new equipment may begin in a couple months, with the first new workers possibly hired later this year.

Ertl, a subsidiary of Kidde, Inc. of Clifton, N.J., sells its products in

Superior Manufacturing President Robert Richardson and Lt. Gov. Terry Branstad announce an industrial expansion during a recent press conference at the Statehouse.

German firm in new venture

markets throughout the world.

Furst-McNess Corp.

Furst-McNess Corp. of Freeport, Ill., has announced plans to build a $3.5 million feed pre-mix plant in Storm Lake.

The 50,000 square-foot plant is set to be in operation by fall 1983. The company expects to employ about 40 workers at the plant.

The plant will be built on a 7½-acre site in an industrial park owned by the Storm Lake Development Corporation.

Jaydon, Inc.

Seventy new jobs were created in Atlantic when Jaydon Inc., of Rock Island, Ill., moved into the former Walton Building on the southwest edge of the city.

The Atlantic facility will be Jaydon's first satellite warehouse. Jaydon is a wholesaler of non-food merchandise to supermarkets and convenience stores.

The move to the 50,000 square-foot building "enables us to provide a new and different type of service to our customers," said Herb Gellerman, Jaydon president and chairman of the board. Orders will be transmitted electronically over telephone lines to a main computer in Rock Island, and then transmitted to a computer terminal in the Atlantic warehouse, Gellerman said.

"Orders will be filled in Atlantic for more than 500 customers in Iowa, Nebraska, Missouri, South Dakota and Minnesota. The main warehouse in Rock Island will continue to process orders for more than 2,500 customers in the nine other states in which we operate," Gellerman said.

"We are happy to be in Atlantic," he said. "We've had excellent cooperation and a warm welcome from the community, and we feel Atlantic will be an excellent base of operations for this territory."

North Forty Farm Co.

The North Forty Farm Co. has finalized its purchase of the former Sigourney Boise Cascade manufacturing plant.

The new Sigourney firm plans to begin slaughtering hogs for the production of sausage by early fall next year. The company expects to employ 100 workers.

North Forty Farm Co. is a subsidiary of Rudy's Farm Co. of Nashville, Tenn., and of the Consolidated Foods Corp.

◆

Marketing project enters second stage

Visitors to Iowa this summer have been telling the Iowa Development Commission's Tourism and Travel Division what they think of the state.

The information is being gathered to better enable the division to promote Iowa as a place to visit and vacation in.

The survey of tourists and travelers is only half of the project. A marketing plan will be drawn from the information in the survey, if enough money can be raised from the private sector.

"The survey should tell us where our market lies, who our market is and what our market is interested in," said Phil Morgan, director of the Tourism and Travel Division.

"The numbers in the survey should tell us how to more effectively market the state's attractions," Morgan said.

Private money is needed to finance the marketing plan, Morgan said, because both the survey and the plan cannot be financed from the state budget. Another $25,000 is needed.

Fund raising has already begun, and Morgan said that more than half of the needed amount has been raised.

Morgan said the tourism industry is being asked to contribute because the marketing project will help those businesses in a number of ways. The project is necessary if the state's tourism and travel business is to grow, he said.

The survey was completed in late September, and Morgan said he hopes work can begin soon on the marketing plan.

◆

Iowa's programs among best

Training offered to workers

Sewers, taxes and energy aren't the only topics that come up during talks between industrial prospects and the Iowa Development Commission.

The availability of educational resources also is sure to be discussed.

Industrial education is not a new concept in the working world, but its importance is growing as technological progress accelerates. The ability to train new workers, or update current employees' skills, is becoming an important consideration when companies decide where to locate plants.

Strong system

In Iowa, companies find one of the strongest continuing education systems in the nation, according to Ron Kraft, director of the Iowa Development Commission's Industrial Division.

"Some of the educational programs are offered on a regular basis at the community colleges, but programs also can be designed especially to meet the needs of a particular business," Kraft said.

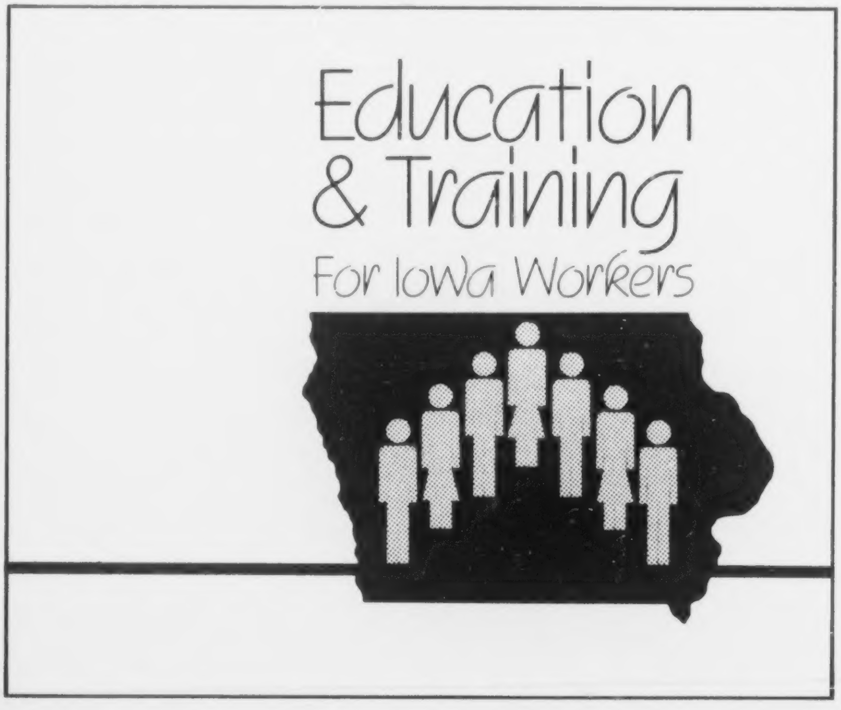
In the past, the programs have not been used to their full extent because of the sour economy. But now that the economy is beginning an upswing, the use of the programs should increase, Kraft said.

Although there are continuing education programs of all types in Iowa's state, private and community colleges, industrial education receives the most emphasis at the community college level.

Varied programs

The industrial training programs offered by the community colleges vary in both class size and type of training.

Workers can learn about everything from new equipment to new production techniques. Class size runs from two to 150 people. Most programs last from one week to six months, although they can be set up on a continuing basis.



Kraft said the Industrial Division has worked with several companies to establish programs to meet specific needs. Those firms have included a garment manufacturer, a meat processor and an electronics company.

Victor Lundy of the Iowa Department of Public Instruction said the main purpose of the programs is to offer retraining and upgrading for employees.

Businesses benefit

Although education for industries is in great demand now, there are many other businesses that can benefit from the programs offered, Lundy said. Iowa colleges also offer business training, career development courses and post-graduate training.

Companies that have used industrial education and business education programs in Iowa include Rockwell International, Eaton Industries and Land O' Lakes.

State and federal training funds also are available to help ensure that industries have the skilled employees needed for a profitable operation.

CETA

The state Office for Planning and Programming administers the federal Comprehensive Employment and Training Act in Iowa. CETA, which includes the Private Sector Initiative Program, is designed to prepare the unemployed or underemployed for unsubsidized employment.

These programs are available to private employers regardless of their size or training needs.

More information can be obtained about community college programs, as well as programs at the state's private and public universities, in a new publication entitled, *Education and Training for Iowa Workers*. The publication, which is available from the IDC, explains the various education and training services available in Iowa.

Delegation spends $38 million in Iowa

A trade delegation from the Republic of China on Taiwan bought $38.4 million worth of Iowa grain and industrial equipment during a three-day visit to the state in September.

Leaders of the delegation said the success of their Iowa visit pointed to even more trade between the two countries in the future.

The country's vice minister of economic affairs, Chang Hsuin-Shwen, said the Republic of China is trying hard to even the balance of trade between it and the United States. Currently, the Republic of China sells much more to the United States than it buys from this country.

Thurman Gaskill, vice chairman of the Iowa Development Commission, said the visit proved the importance of developing overseas markets for grain.

The 55-member delegation visited 16 states and spent close to a half billion dollars during its 45 day-trade mission.

Members of the trade delegation from the Republic of China on Taiwan study the bids submitted by U.S. grain dealers. The delegation bought $38.4 million worth of grain during its trip to Iowa.

Grain Sales

In Iowa, the delegation bought 120,000 metric tons of corn (4.7 million bushels), 108,000 metric tons of soybeans (4 million bushels), and a shipment of industrial control valves and pressure regulators.

AGRI Industries of West Des Moines won the bids for half of the corn and half of the soybeans. Agrex Inc. of Kansas City, Mo., won the bid for the other half of the corn shipment, and Gulf Coast Grain of Memphis, Tenn., won the bid for the other half of the soybean shipment. Contracts specified that all the grain must originate in Iowa.

Fisher Controls

Fisher Controls Co. of Marshalltown sold about $34,000 worth of valves and regulators to the group.

"Groundwork for the sales of Iowa grain and industrial equipment was laid by past Iowa trade missions and the marketing development activities of the corn and soybean commodity groups," said Dennis Harding, director of the IDC Agricultural Development and Promotion Division.

Participating in the contract-signing were: Lt. Gov. Terry Branstad; Iowa Secretary of Agriculture Robert Lounsberry; Howard Mueller, chairman of the Iowa Corn Promotion Board; Eugene Lang, chairman of the Iowa Soybean Promotion Board; and representatives of the firms that won the bids.

◆

Japan urged to open its markets

Gov. Robert Ray and representatives of Iowa beef and pork commodity groups urged Japan to relax its trade restrictions during a recent agricultural mission to Tokyo.

Japanese trade barriers currently limit American meat exports to Japan to 33,000 tons even though American meat costs much less than that now sold in Japan.

Ray estimated that American meat exports could increase to between 50,000 and 200,000 tons if quotas were lifted. Iowa currently is the leader among the 50 states in exports of red meat to Japan.

The Iowa Development Commission helped organize the week-long mission.

"The mission went to Japan to show we are sincere in our requests to enter their markets," said Dennis Harding, director of the IDC's Agricultural Development and Promotion Division.

"We also wanted to impress on Japanese officials the seriousness of the movement in the United States for restrictions on Japanese exports to this country."

The September mission, Harding said, was timed to precede this month's trade negotiations between Japan and the United States. Ray and the commodity representatives met with Japanese farm organizations, government officials and business executives.

Making the trip, besides Ray, were: Don Gingerich, president of the Iowa Pork Producers Association; John Henning, president of the Iowa Cattlemen's Association; and Baxter Freese, past chairman of the U.S. Meat Export Federation.

Ray visited the northern Chinese province of Hubei to discuss "sister-state" relations before arriving in Japan.

◆

ICB judges blanket state

Volunteers throughout Iowa last month showed off the projects they've developed to better their communities.

The showings were for judges from the Iowa Community Betterment program. Two judges spent an hour in each community assessing progress on ICB projects. The judges, too, are volunteers.

Tough decisions

"The 1982 judging teams had a tough time choosing the winners in each of the nine population categories," said Paul Comer, ICB director. "In our travels throughout the state this summer, Barb Duvall, my assistant director, and I saw many dynamic projects.

"The quality of the projects makes me feel proud. Iowans should feel good that their state has the nation's largest community betterment program in terms of participation and awards purse," Comer said.

Community needs

During the week of Sept. 20, nine pairs of ICB judges logged about 1,200 miles each. Judging is based on how well the project fits the needs of the community, the community's level of awareness and participation in ICB, and the community's actual accomplishments and continuity of effort in community development.

Participating communities are competing for $20,000 in ICB awards, donated by the 20 ICB sponsors. Another $5,000 for special awards will be provided by the Iowa Blue Flame Gas Association and Iowa Arts Council.

Winners will be annouced at the 12th annual Recognition Day ceremonies on Nov. 5 at Hilton Coliseum in Ames. ✣

ICB judges

The judges of the 1982 Community Betterment projects were:

Larry Biddison, Waverly Chamber of Commerce Manager; Vicky Grablander, United Telephone Co. of Iowa, Customer Relations, Newton; William R. Greene, Internorth, Inc., Manager of Public Relations, Des Moines; Carolyn Kiper, community organization/relocation specialist, Council Bluffs; Jim Knedler, Area Development for Iowa Southern Utilities Company, Centerville; Thelma Kock, Rockford City Council and North Iowa Regional Housing Authority; Michele Kubli, Indianola Chamber of Commerce Executive Vice President; Leo Maynard, DeWitt Mayor; and Gerald M. Naber, pastor, Carbondale Evangelical Free Church, Des Moines.

Claudia "C. J." Niles, secretary, Golden Southwest Travel Council, Audubon; Emil Osterdyk, Emmetsburg Development Corporation member; Ted Siefkas, former Community Betterment leader, Murray; Steve Snyder, Burlington Area Chamber of Commerce Executive Director; Evelyn Stone, Eldora Chamber of Commerce Executive Manager; Wayne Stoppelmoor, Interstate Power Company Vice President of Administration, Dubuque; Dorothy Van Horn, past president, Iowa League of Municipalities, Jefferson; Mary Watts, Cherokee Chamber of Commerce Executive Director; and Jan Zimmers, Peoples Natural Gas Company Director of Public Affairs, Council Bluffs. The alternate judge was Marian Paasch, local Community Betterment leader, Low Moor.

Above: A worker puts the finishing touches on the new First Christian Church in Mount Ayr. After fire destroyed the old church, community volunteers helped raise money to build a new one. Below: Judges Larry Biddison of Waverly and Vicky Grablander of Newton examine information given to them by Wes Peterson of New London.

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

July, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	159	697	Iowa City	157	1,343
Atlantic	47	280	Keokuk	10	216
Burlington	81	991	Marshalltown	111	531
Carroll	65	1,124	Mason City	81	837
Cedar Rapids	276	1,839	Muscatine	33	648
Centerville	14	177	Newton	16	360
Charles City	3	254	Oskaloosa	15	469
Clinton	133	492	Ottumwa	21	899
Council Bluffs	152	2,458	Sheldon	9	430
Creston	83	525	Shenandoah	40	352
Davenport	176	1,254	Sioux City	429	2,382
Des Moines	572	3,132	Spencer	84	488
Dubuque	149	1,241	Storm Lake	79	371
Fairfield	30	391	Waterloo	164	1,368
Fort Dodge	249	905	Webster City	53	572
Fort Madison	45	383			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	July 1982	July 1981
All Urban Consumers (1967 = 100)	292.2	274.4

Composite Construction Cost Index

	April 1982	April 1981
Composite Construction Cost Index (1967 = 100)	158.1	151.1

Business Data

	7/82	7/81	7 mos. 82	7 mos. 81
New Car Registration	N.A.	7,565	N.A.	60,914
Iowa Savings & Loan ($000,000)				
Mortgage Loans	2.5	-8.6	-79.1	56.9
Savings	-36.4	-72.9	-.1	-46.9
Work Force (000)	1,430.2	1,437.1	1,395.5	1,408.7
Unemployment	89.9	63.8	89.0	68.6
Rate (% of work force)	6.3	4.4	6.4	4.9
Employment	1,340.3	1,373.3	1,306.5	1,340.1

Value of New Dwellings ($000)

	8/82	8/81	8 mos. 82	8 mos. 81
Ames	$ 188.0	$ 233.0	$ 907.0	$ 707.0
Bettendorf	579.0	517.3	2,175.3	4,308.9
Burlington	511.0	130.0	1,352.0	1,330.4
Cedar Falls	229.7	342.6	664.9	2,790.4
Cedar Rapids	25.3	345.3	1,222.8	4,679.8
Clinton	55.0	0	163.0	1,011.0
Council Bluffs	30.2	88.5	788.4	495.1
Davenport	1,090.9	304.7	2,586.4	6,652.8
Des Moines	515.4	342.2	3,291.0	6,004.5
Dubuque	0	53.4	510.7	746.8
Fort Dodge	120.0	15.0	170.0	740.0
Iowa City	1,681.1	656.3	13,810.8	6,159.6
Keokuk	175.0	55.0	1,593.3	360.0
Marion	74.9	205.2	397.9	1,202.8
Marshalltown	186.0	52.0	585.0	640.0
Mason City	60.0	0	676.1	763.4
Muscatine	88.8	149.8	839.9	1,841.1
Newton	290.0	68.8	802.2	277.8
Ottumwa	35.0	38.0	1,402.0	704.0
Sioux City	0	137.5	1,970.4	898.5
Urbandale	1,728.7	48.3	2,943.2	1,222.5
Waterloo	254.6	303.7	1,567.2	6,554.7
W. Des Moines	242.5	393.1	2,402.1	3,675.1
TOTAL	$ 8,161.1	$ 4,479.7	$ 42,821.6	$ 53,766.2

Leading States for Farm Marketing ($Mil.)

	Livestock & Products		Crops		Total	
	5 mos 82	5 mos. 81	5 mos. 82	5 mos. 81	5 mos. 82	5 mos. 81
U.S.	30,951.0	28,373.3	26,831.3	23,146.7	57,782.4	51,520.0
Iowa	2,498.7	2,219.2	2,469.1	2,208.4	4,967.8	4,427.6
Calif.	1,810.3	1,779.0	2,726.8	2,219.8	4,537.1	3,998.8
Tex.	2,599.1	2,098.2	1,757.9	1,282.8	4,357.0	3,381.0
Ill.	1,040.6	929.5	2,675.9	2,354.6	3,716.5	3,284.1
Neb.	2,023.0	1,376.2	1,489.2	1,058.2	3,512.2	2,434.5
Minn.	1,502.7	1,413.4	1,227.5	988.3	2,730.3	2,401.7
Kansas	1,827.3	1,668.1	807.5	740.2	2,634.8	2,408.3
Flor.	412.6	407.0	1,991.5	1,909.8	2,404.0	2,316.7
Wis.	1,624.4	1,732.0	413.0	332.6	2,037.4	2,064.6

Quarterly Periods

	1982	1981
	I	I
Net Taxable Retail Sales ($000,000)	N.A.	3,463
Personal Income ($000,000)	30,091	28,518

Stock Index

	Iowa*	Dow Jones Industrial
June, 1982	222.88	811.93
July, 1982	221.80	808.60
Aug., 1982	237.77	901.31

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	8/82	7/82	8/81
Corn, bu.	$ 2.07	$ 2.41	$ 2.78
Soybeans, bu.	5.25	5.94	6.53
Oats, bu.	1.54	1.66	1.79
Hogs, cwt.	60.80	56.60	49.20
Beef cattle, cwt.	59.70	59.80	60.00
Calves, cwt.	65.90	63.60	64.40
Milk (whls), cwt.	12.90	12.80	12.90
Sheep, cwt.	19.30	19.50	28.20
Lambs, cwt.	55.10	56.50	55.40
Eggs (market), doz.	.36	.35	N.A.
All hay, ton baled	49.00	52.00	50.00
Turkeys, lb.	.40	.41	.39

Average Price Paid by Farmers

	8/15/82	8/15/81
Beef cattle concentrated, 32-36%	$ 12.80	$ 12.80
Hog feed, 38-42% protein	14.60	15.90
Soybean meal, 44% protein	12.50	13.50
Dairy feed, 16% protein	185.00	190.00
Poultry feed, layer ration	187.00	210.00

Commodity Feed Price Ratios

	8/15/82	8/15/81
Hog — corn[1]	29.4	17.7
Beef cattle — corn[1]	28.8	21.6
Egg — feed[2]	4.3	4.6
Milk — feed[3]	1.39	1.36

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Southeast Asia trade mission

Iowa reps look for new markets

Iowa business representatives and members of the Iowa Development Commission's International Section will leave in late November for a trade mission to Southeast Asia.

The area offers a rapidly expanding market because of high population growth rates and because of vigorous economic development programs, according to Max Olson, international trade promotion manager for the IDC. The region is expanding more rapidly than other developing areas and twice as fast as the industrialized countries, he said.

The mission is scheduled to leave for Bangkok, Thailand, on Nov. 29. The mission will end in Singapore on Dec. 10. The group also will visit Jakarta, Indonesia, and Kuala Lumpur, Malaysia. Singapore is the only one of the cities that has been visited before by an Iowa trade mission, Olson said.

The trade missions are designed to help Iowa businesses find new markets, identify new customers and develop more export sales. The Southeast Asia mission will be limited to 12 firms so it can be tailored to meet the individual needs of each company. A full schedule of business appointments will be provided each participating company.

The business climate in Southeast Asia for foreign traders and investors is considered one of the most hospitable in all the developing world, Olson said.

The IDC, in cooperation with U.S. foreign embassies, will take care of most of the details of the trip, freeing the companies to concentrate on business, Olson said.

Since 1974, 70 Iowa companies have participated in Iowa trade missions, visiting 41 countries.

Pork promotion gives tourists a treat

Travelers driving across Iowa this summer received a taste of the state's famous pork through the efforts of pork promotion groups and the Iowa Development Commission.

The pork promotion groups set up stands along Interstate-80 at the IDC's information centers at Wilton, Victor and Underwood. Visitors were given samples of several different pork dishes.

The promotion had a dual purpose.

The samples showed travelers that good food is one of Iowa's tourist attractions, said Phil Morgan, director of the IDC's Tourism and Travel Division. Brochures describing Iowa corn-fed beef and pork were distributed throughout the summer at all seven information centers, he said.

The promotion also was intended to get out-of-staters to associate quality meats with the State of Iowa when they visit their supermarkets, according to Dennis Harding, director of IDC's Agricultural Development and Promotion Division.

Travelers from 25 states registered at the Tama County Pork Producers' and Porkettes' stand at Victor. The other promotions were sponsored by the Muscatine County and Shelby County Pork Producers and Porkettes.

Preliminary indications are that the program was successful, and it probably will be continued next year, Morgan said.

Pork promotion group members offer food samples to summer travelers at the IDC information center near Victor.

Et Cetera:

International trade workshop

The fifth annual International Trade Workshop will be held in Cedar Rapids on Oct. 19.

The workshop is sponsored by the International Trade Bureau of Cedar Rapids in cooperation with the Iowa Development Commission. The all-day program will begin at 8 a.m. at the Sheraton Inn, 525 Thirty-third Ave. S.W.

The morning session will be devoted to export marketing. Specialists will provide information on how to find and serve international markets. The afternoon session will consist of a series of workshops on the mechanics of export transactions. Mini-workshops will cover the details of how to ship products safely and how to assure payment in return.

Kirkwood Community College in Cedar Rapids is coordinator of the program. The registration fee is $35, with a 15 percent discount for each additional person from the same company. The fee includes lunch and hospitalities.

Registration may be made by phone at 319/398-5412 or by mail to Kirkwood Community College, Continuing Education Division, P.O. Box 2068, Cedar Rapids, Iowa 52406.

All participants are invited to attend the meeting of the Cedar Rapids International Trade Bureau at the Sheraton Inn on the same evening as the workshop. A $9 dinner fee will be charged. Des Moines lawyer Al J. Greffenius will speak on licensing and marketing at the evening banquet. ◆

International trade exhibits

MEXICAN REP SHOW, Dec. 7-10, 1982 — The Iowa Development Commission encourages firms interested in finding representation in Mexico to sign up now for this unique project conducted by the U.S. Trade Center, Mexico City. Contact Randy LaBounty at the number listed below for details.

- PLASTICOS '82. Exhibition of Machinery, Raw Materials and Services for the Plastics Industry, Mexico City, April 12-15, 1983.
- COMPUTA '83. Exhibition of micros, minis, mainframes, printers, terminals, stationery, storage, communications systems, data transmission equipment, filing systems, plotters, security devices, software packages, and services and word processing systems, Singapore, May 11-15, 1983.
- SIXTH ASIAN AUTOMOTIVE AND ACCESSORIES EXHIBITION. Hong Kong, May 26-29, 1983.
- U.S. NATIONAL AEROSPACE PAVILION at the Thirty-fifth Paris Air Show. Exhibition of aerospace, avionics, and related technology, systems, equipment and services, Paris, France, May 26-June 5, 1983.
- IBEX '83. International Building Exhibition, Hong Kong, June 1-4, 1983.
- AGROMEXICO '83. International Exhibition of Plant Engineering, Techniques and Equipment for the Food Processing, Agricultural, and Fisheries Industries, Mexico City, August 24-30, 1983.
- CITYMEX '83. International Municipal Engineering and Public Works Exhibition, Mexico City, November 14-19, 1983.
- SAUDI INDUSTRY. Exhibition for the Industrialization of Saudi Arabia, Riyadh, Saudi Arabia, November 20-25, 1983.
- INTERBUILD. Fortieth International Building and Construction Exhibition, Birmingham, England, November 27-December 3, 1983.
- MACHINETOOL INDONESIA. International Machine Tool and Metalworking Exhibition, Jakarta, Indonesia, December 6-10, 1983.
- CONEQUIP '83. Southeast Asian Construction Equipment Exposition, Singapore, March 14-17, 1984.

For additional information, please contact the Industrial Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 3138. ◆

Iowa
a place to grow

IDC DIGEST
October 1982 Vol. XI-No. 11

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Maytag and Newton celebrate 75 years of washers

Gov. Robert Ray and Newton officials gathered on the grounds of the Jasper County Historical Museum in September to honor The Maytag Co. on its 75th anniversary of appliance manufacturing.

The Retail Merchants Bureau of the Newton Chamber of Commerce presented the museum with the 25 millionth Maytag washer, which rolled off the assembly line on Aug. 24. The museum maintains an area on its second floor for Maytag memorabilia.

The governor and Millie Nepple, president of the Newton chamber, congratulated Maytag during speeches. The company, Newton's largest employer, was founded in the community in 1893 as a maker of farm implements. Maytag built its first washing machine, a wooden tub model, in 1907.

Maytag President Daniel Krumm promised the 200 or so people assembled that Maytag would always have its headquarters in Newton. ⌖

Gov. Robert Ray and Maytag President Daniel Krumm discuss business during recent ceremonies in Newton.